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The advertisements of the Tatler

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THE ADVERTISEMENTS OF THE TATLER

BY

ZELDA MAUDE AYRES

B. A. Lake Forest College, 1909

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THESIS

Submitted in Partial Fulfillment of the Requirements for the

Degree of

MASTER OF ARTS

IN ENGLISH

IN

THE GRADUATE SCHOOL

OF THE

UNIVERSITY OF ILLINOIS

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ZELDA MAUDE AYRES

ENTITLED The Advertisements of The Tatler

BE ACCEPTED AS FULFILLING THIS PART OF THE REQUIREMENTS FOR THE

DEGREE OF Master of Arts

*C. H. Freeman*

In Charge of Major Work

*C. H. Freeman*

Head of Department

Recommendation concurred in:

*Daniel Kilham Dodge*

*C. H. Freeman*


Committee

on

Final Examination

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## PREFACE

As a foreword to this thesis, I wish to acknowledge the incompleteness of the task I have undertaken. Taking up a field which has never before been treated, I have found difficulty in discovering what method of approach to use, what to emphasize, and what to pass over. There are many points to be considered which require lengthy investigation. It has been my purpose to arrive at certain conclusions in only a few of these problems which have been suggested to me by my study of the advertisements, found in the early eighteenth century periodicals, especially those found in the Tatler.

I have thought it expedient in my first chapter to review briefly the advertisements of the Tatler, in order to give an idea as to what they were like, with the additional purpose of showing the way they portray the life, manners, and customs of the times. I have also attempted to point out the financial importance of the advertisements as means to the success of the periodical.

In Chapter 2, the relation between the Tatler and Examiner has been taken up in order to place the Tatler according to its stand in politics, and its position among periodicals.

The Guardian, with Addison and Steele as its editors, and with a similar policy that those men maintained throughout their previous periodicals, may be considered a continuance of the Tatler, two years after that periodical came to an end and during the interval of which the Spectator had its existence. In Chapter 3 I have aimed to show the similarity between the advertisements of the Tatler and the Guardian, the changes that took place in regard to time, and ~~to~~ ~~further show~~ to what extent the advertisements were affected by the two editors.

The study of the advertisements of the Tatler, a comparison of them with those of the Examiner and a study of those of its successor, has in no way been complete. In fact, the field for investigation has been merely opened up for





further study. Since very little has been written upon this subject, and that in a very general way, with no thorough degree of accuracy, the investigation of the advertisements has had to be, on the whole, first hand knowledge. The conclusions arrived at have been ascertained by the aid of charts which throw some light on a dark problem. This seems to be the best means of analysis, since it reveals what the advertisements contain, their relation to their own periodical, and to others. Further study of these charts, together with a continued investigation of the advertisements of the periodicals, may result in new and varied conclusions.

I feel the deficiency of this paper in not handling the subject as adequately or as thoroughly as it should be, but, as I have said, that is impossible to do in a limited amount of time. It has been my purpose to open up the field of advertisements and to suggest that there is something in them to be investigated.



## Chapter I.

### The Advertisements of the Tatler

The study of the Tatler and Spectator, two of the most important periodicals of the early eighteenth century, has had a tendency to give the false impression that they consisted merely of essays printed for the purpose of instructing, entertaining and informing the people, to be read and commented upon at the various coffee-houses. This fallacy is due to the fact that in the reprints of these periodicals, the<sup>1</sup> advertisements which no longer serve their original purpose and which have no significant literary value, have been omitted. The result has been that Steele and Addison have been thought of as only literary men, and the Tatler and Spectator have been regarded as entirely literary. A study of the advertisements, however, reveals the fact that these periodicals had a business as well as a literary policy. It was through these advertisements, serving as a financial medium, that the periodicals edited by Addison and Steele were so successful. It is for the purpose of viewing a wholly neglected side of periodical literature which is essentially of great importance<sup>2</sup> in obtaining a correct conception of their composition<sup>3</sup>, in appreciating the means to the financial success which enabled the publication and circulation of an excellent kind of literature, that a study of advertisements is valuable.

When Steele stated in the Tatler<sup>4</sup> that it was his policy to 'entertain, inform and instruct the reader', he probably did not intend this to be applied to the advertisements. But to one in the twentieth century who turns the pages of the original Tatlers, the advertisements are indeed amusing, they do give information of events that were taking place politically and socially at

1. Advertisements appear only in the original copies.

2. Tatler, Mar. 12, 1709. Jan. 2, 1710. Spectator, Mar. 1, 1711. Dec. 6, 1712. Guardian, Mar. 12, 1713. Oct. 1, 1714.

3. The discontinuance of these periodicals was due to other than financial reasons,--Tatler, No. 271. Spectator,--reason is unknown. Guardian was killed by politics. 4. Tatler, No. 1.





that time, and they certainly teach us that though time does change conditions, human nature is still the same.

The Tatler is a very representative periodical to investigate, because it was one of the most popular periodicals of that time,<sup>1</sup> and also because all the numbers have been preserved. In order to place the Tatler in rank according to time, it might be well to indicate briefly the several periodicals which preceded it, as well as a few of those that followed. The freedom of the press in 1683 made the writers dependent upon the public, rather than upon the court. Hence the literature became the product of the people in that it was written for them. This was an age of periodicals. Since they contained material that would interest many types of people, and were sold at the small sum of a penny a sheet, the reading class of people could easily afford to buy them. They became a good means for advertising. In this same year the <sup>2</sup>Jockey Intelligence was published containing advertisements; two years later appeared the <sup>2</sup>Country Courant. In 1695 the <sup>3</sup>Postman was edited by a French Protestant, Ferwine; that same year was issued the <sup>3</sup>English Post, by Nath. Crouch; a year later came <sup>3</sup>Dewk's Newsletter; in 1702 appeared <sup>3</sup>The Observer, by How and Tutcline, and in 1704 <sup>3</sup>A Weekly Review of the Affairs of France, by Defoe. The Evening Post was revived in 1709. Steele became responsible editor of the <sup>4</sup>London Gazette in 1707 and began the Tatler 12 April, 1709. He continued the latter, with three editions per week, until 2 January, 1711, bringing it to an end at that time because, as he expresses it, <sup>5</sup>"The work has indeed for some time been disagreeable to me, and the purpose of it wholly lost by my being so long understood as the author.....The general purpose of the whole has been to recommend Truth, Innocence, Honour, and

1. See The Life and Writings of Addison in The Life and Works of Lord Macaulay. Edinburgh Edition, 1897. Vol. VII., p.93.

2. Alex. Andrews, History of British Journalism. Lond: Bentley 1869, Chapt. VII., p. 88. 3. H. R. Fox, Bourne, English Newspapers, Lond. Chattus & Windus, 1887, Vol. I, Ch. III.

4. Fox, Bourne, Vol. I., Ch. III., p. 68.

5. Tatler, No. 271.



Virtue, as the chief ornaments of life; but I considered that severity of manners as absolutely necessary to him who would censure others, and for that reason, and that only, chose to talk in a mask."

A few months later, March 1, 1711, the first issue of the Spectator appeared, and this periodical continued as a daily for 555 numbers, coming to an end Dec. 6, 1712. The aim of the Spectator was to keep out of politics.

<sup>1</sup> "I never espoused any party with violence and am resolved to observe an exact neutrality between the Whigs and Tories, unless I shall be forced to declare myself by the hostilities of either side. In short, I have acted in all parts of my life as a looker-on, which is the character I intend to preserve in this paper."

Shortly after the sudden discontinuance of the Spectator, the Guardian took its place, March 12, 1713, being issued daily for 175 numbers. Steele states his policy in the very first number. <sup>2</sup>"I am, with relation to the government of the church, a Tory; with regard to the state, a Whig." The Guardian remained out of politics until No. 40, when it quarreled with the Examiner. <sup>3</sup>Aitken says it was the introduction of politics that caused the ruin of the Guardian.

Several months before the Tatler was brought to an end, the Examiner came out, Aug. 3, 1710, with the purpose of examining some of the papers that misled the town. In the first number, the editor states: "That my fellow writers may not be alarmed at the sight of a new paper, I promise before hand not to encroach upon any of their provinces. My design is of another nature. I meet with a great variety of papers neither so correct, so moral nor so loyal as they ought to be. I see the town every day impos'd upon by false divinity. These sort of writings tho' they are in contempt among the few that judge well, yet have their influence upon the generality of readers and many of them are

1. Spectator, No. 1.      2. Guardian, No. 1.  
3. G. A. Aitken, Life of Steele, Vol. II., p. 366.





adopted by the cunning men who contrive them to the capacities of the weak, who are misled by them. Some of these papers I intend to examine and set people right in their opinions. My chief business will be to instruct my countrymen and perhaps I may endeavor now and then to divert them."<sup>1</sup> In the policy of this periodical we can see the antagonism and hostility toward its Whig rivals.

~~Having~~ <sup>since has been</sup> placed the Tatler according to its position among periodicals, it may be given historical setting through the medium of its advertisements, as Addison affirms in his essay on advertisements, <sup>2</sup>"Advertisements are of great use to the vulgar: First of all, as they are instruments of ambition. A man that is by no means big enough for the Gazette may easily creep into the advertisements. A second use which this sort of writings have been turned to of late years, has been management of controversy, insomuch that half the advertisements one meets with now-a-days are purely polemical....A third and last use of these writings is, to inform the world where they may be furnished with everything that is necessary for life."

Lawrence Lewis<sup>3</sup> has formed a background for the Spectator as portrayed by the advertisements which correspond in coloring to that produced by the advertisements of the Tatler. A comparison of the two, in spite of their similarity, only adds to the truth in the assertion that the gradual change in the times is indicated by the number of advertisements. Little will be said here in regard to the political background of the Tatler, for that subject will be further treated in a subsequent chapter. The history is clearly portrayed, especially with regard to specific events and public sentiment concerning it, for example, <sup>4</sup>"The Successes of the Duke of Marlborough,"

1. Examiner, No. 1.

2. Tatler, No. 224.

3. L. Lewis, The Advertisements of the Spectator. Boston; Houghton, Mifflin, 1909.

4. Tatler, No. 33.



the <sup>1</sup>"Sacheverell Trial," or the <sup>2</sup>"Consideration on Peace and War." Aside from the public life of the times, the advertisements are interesting in that they give one a glimpse of the society, the amusements, the literature, art, inventions, frauds, real estate, and business methods. Many miscellaneous notices show traces of earlier advertisements.

It would not be difficult to devote a volume to the advertisements as they are found in this periodical, they are of such great variety. Many are significant, both for the way in which they voice the sentiments of the times, and for their importance as advertisements. Since the subject can only be treated briefly, many interesting and significant advertisements will be omitted, and only those selected which distinguish a certain type.

As Chart II. indicates, after the publications, that which filled the next greatest amount of space in the advertising column were the lottery sales, the first appearing in No. 60. The sales of linens, silks, and gowns, were generally held by women, while those of wines and brandies were conducted at coffee-houses. This was an age of speculative mania. The game of chance was played in business, in the government, and in the life insurance companies. After No. 120<sup>3</sup> of the Tatler, 'Sales of Goods' became a very important part of the advertisements, and by No. 206 they were more numerous than any other kind. A few of the sales appeared like this:

<sup>4</sup>Several Pieces of fine Plain Muslin to be Sold at the Milliner's Shop next Storey's, going into St. James Park at Five Shillings Six Pence the Yard.

But most of the goods are disposed of by means of speculation, and the following kind of advertisement is the most common:

<sup>5</sup>Heavy Plate and Valuable goods to be disposed of by lots at Mrs. Symonds and Lillies.

1. Tatler, No. 177.
2. Tatler, No. 109.
3. See Chart II.
4. Tatler, No. 60.
5. Tatler, No. 216.





Nor were these sales always successful, for one of the earliest advertisements is from a firm who deals in goods taken from merchants who have failed. That it did a prosperous business is shown by the fact that the advertisements appear in the Tatler, Examiner, Spectator, and Guardian.

<sup>1</sup>Men's Morning Gowns of all Sorts, Silks, Calicoes and Stuffs being the Goods of a Person who is leaving off the Trade to be sold at very low Rates, the Prices being writ upon each Gown. Attendance will be given from 8 in the morning till 4 in the afternoon every day, till all are sold at Nindols coffee-house near Temple-Bar.

Though lotteries were prohibited by the government, the speculators seem to have paid little heed to the law. The reviving of the <sup>2</sup>State Lotteries influenced other forms of business to be carried on in a similar manner.<sup>3</sup> During the existence of the Tatler and Spectator there was a law in effect prohibiting lotteries and the advertisement of such, but this was not obeyed until after the third enactment.<sup>4</sup> In imitation of those permitted by the State, adventures of various kinds sprang up throughout London.

1. Tatler, No. 95.

2. Sec. 8 Anne c. 4 & 9. Anne c. 6, reviving State lotteries to raise 1,500,000 L.

3. Sec. 9 Anne c. 6, LVI., in which it is stated that an act in the tenth year of the reign of King William, prohibiting lotteries that were in imitation of those directed to be drawn up by virtue of Parliament, shall be put into execution 8 March, 1710. A fine of 500 L. was to be set on all unlawful lotteries and those that published the setting up of such lotteries by writing or printing were to forfeit 100 L. for every such offense.

4. Sec. 10 Anne c. 26. "Be it further enacted that the said act of the tenth year of the late King William, and also the said act of the last session of Parliament shall be duly put in execution" after 24 June, 1712.

Note 1. No lottery advertisements appear in the Guardian.



<sup>1</sup> Notice is hereby given to the Creditors of the Company of Mine Adventures.....That the principal Creditors have agreed to unite with the partners of the company upon the Proposals made for the advantage of all Parties which they may see at the Mine office in Angel Court on Snow Hill.

<sup>2</sup> The Specie Bond Creditors of the Royal African Company are desired to meet at the Sun Tavern behind the Royal Exchange on Mon. next being the 20 Instant at 5 o'clock in the P. M.

Then there were the insurance companies for the raising of a <sup>3</sup>"Bank for private Families and Widows by Subscription on lives of 3000 persons," and a life insurance company with the captivating title of <sup>4</sup>"The Lucky Seventy or The Longest Livers Take all." No doubt, those that were caught in an agency like the following were convinced that 'love is a lottery.'

<sup>5</sup> The Perpetual Office of the Charitable Society of Single Persons in city or country for raising and assuring Money upon Marriage.

Here is a company which even offers to provide 'brains' for those who are eager to get something for nothing by the payment of a small fee.

<sup>6</sup> The Charitable Advice Office, where all persons may have the Opinions of a Society of dignified Clergymen, learned counsel, graduate Physicians, and experienced Surgeons to any Questions in Divinity, Morality, Law, Physiots or Surgery, with proper prescriptions, within 12 hours after they have delivered in a State of their ease.....The Fees are only 1 S. at delivery or sending your case....being just what is thought enough to defray the necessary expense of Servants and Office Rent.

Just how much the people were 'taken in' by these frauds cannot be determined, but their increasing popularity is evidenced in the latter part of the year 1710 by Chart II. L. 4. It is also shown in the following:

<sup>7</sup> The Profitable Society, or Office of Insurance of the Birth of Children, was opened on Thursday, the 30th of

1. Tatler, No. 133.
2. Tatler, No. 135.
3. Tatler, No. 184.
4. Tatler, No. 88.
5. Tatler, No. 100.
6. Tatler, No. 262.
7. Tatler, No. 258.





November last, at the Flower-de-Luce near Lyons Inn, the Back-Side of St. Clements. There was likewise another open'd at the same place and time for insuring a Dividend of 1000 L. Weekly, and another of 500 L. Weekly upon Marriage. There will also be two more opened on Tuesday next, one for securing a Dividend of 1000 L. and the other for a Dividend of 500 L. on Apprentices that shall serve out their Term.

This was a profitable kind of advertisement for the Tatler, because as a popular means of speculation it interested a great many readers of the paper. But the Tatler does not fail to ridicule them in one of his essays in which he gives a good analysis of these frauds by satirically saying that their value lay in <sup>1</sup>"the enriching only one sort of men, that is to say the Society of Upholders." One advantage is to be gained by the insurance for the baptizing of infants, since "by that means we shall have a much more numerous account of births in the year 1711 than any ever before known in Great Britian, when merely to <sup>be</sup> born is a Distinction of Providence greater than being born to a Fortune in another place." The same ridicule was passed on the bills of 'quacks' that were commonly being distributed among the people. This was an age of illusion. Corruption in the business world was as great as in the lives of the people. If the lotteries failed to 'take in' a victim in its fraud, he was most likely to be duped by some quack. If the doctors had been able to cure all the diseases that they claimed they could, a great deal of our present medical investigation would be unnecessary, for example:

<sup>2</sup>The Famous Powder for the Stone, Gravel and Strangary that has performed so many remarkable cures in these cases.....the names and Places of Abode of many that have been reliev'd by it, too numerous to be inserted here are to be seen at Mr. Roger's Bookseller in Fleet street.

These quacks would often back up their ability to effect a cure by

1. Tatler, No. 261, From My Own Apartment.
2. Tatler, No. 14 -- 253.



testimonials equally fraudulent, as in the following:

<sup>1</sup> This is to Certify That I, Anne Grimboll, Daughter of Ezekiel Grimboll in Christ Church Parish in Southworth, was blind of Cataracts from my Birth and continued so till I was Sixteen Years of Age, when I apply'd myself to Sir Wm. Read, Her Majesty's Occulist, in Durham Yard in the Strand, London: who couch'd and brought me to light of both my Eyes in less than Two minutes, that I am capable of any business as is attested for the Benefit of the Publick this 4th of Nov. 1709.

Anne Grimboll.

Witness, Ezekiel Grimboll.

One advantage of their medicine was that if it could cure one ailment, it could do the same with any other illness. <sup>2</sup>"The True Purging Essential Salt" claimed to cure sourvy, gout, rheumatism, dropsy, jaundice, green-sickness, hypochondria, melancholy, 'etc.'

While these advertisements show to what extent the people became victims of speculation and fraud, from another point of view we get a glimpse of their private life, see how they dressed, were entertained, and how and where they lived.

With a little imagination we can see our lady of the Queen Anne period putting on

<sup>3</sup>An Incomparable Beautying Cream for the Face, Neck and Hands, takes away all Freckles, Spots, Pimples, Wrinkles, Roughness, Scurf Morphem, Yellowness, Sun-burning, renders the skin admirably clear, Fair and Beautiful, has an excellent pretty Scent, is very safe and harmless, and vastly transcends all other things, for it truly nourishes the Skin, making it instantly look Plump, Fresh, Smooth and Delicately Fair, though before wrinkled and Discolour'd.

Or she may be making herself beautiful with

<sup>4</sup>A most incomparable Paste for the Hands, far exceeding anything ever yet in Print. A hand cannot be spoiled, but the constant use of this Paste will recover it.

1. Tatler, No. 92.
2. Tatler, No. 48.
3. Tatler, No. 62.
4. Tatler, No. 266.





She seems quite up-to-date in the modern art of being 'made' beautiful when she

<sup>1</sup>Get a bottle of Mr. Michon's fluid for dying red and grey hair to a black or dark brown color.

Evidently her auburn locks were not a mark of beauty, as they would be now. Her personal looks were not all that occupied her attention. She must be well dressed and well decorated, as well. No doubt she attended

<sup>2</sup>Mr. Guthridge's Six penny Sale of Goods, at the Top-shop over against Norfolk street in the Strand of all Prizes +x; put in your money and draw yourself and take your Prize with you. The Goods are a Silver Watch, Silver Handled Knives and Forks, a Pearl Necklace, a Gold Ring, a Silver Dram-cup, 12 pairs of Mother of Pearl Ear Rings, 100 lots of Silver Snuff Spoons, Silver Tea and Salt Spoon, Fans, Ribands, Edgings, Necklaces and other Goods of Value.

The elaborate gown she wears was probably won at the lottery sale.

At the Great Wheat Sheaf painted upon a Copper Plate next the Bell Savage Inn--upon Ludgate hill are sold all sorts of rich Foreign Silks; with Gold and Silver Brocades; Likewise plain and flower'd Velvet for Gowns and Petticoats, and Coach Linings.

Maybe she could afford to invest in a luxury as was advertised in the following:

This is to give notice to all Gentlemen and Ladies that there is lately brought over a great Parcel a very fine cut and carv'd Glasses, viz., Jellies, Wines and Water Tumblers. Beer and Wine Glasses with covers and divers other sorts, the like hath not been exposed to publick sale before. They are lotted into Small Parcels with some of every sort, fit for a side board and will be sold by Auction on Thursday, October 13th, 1709.

The best portrait of our Queen Anne lady, which summarizes all the advertisements and gives a glimpse of her appearance and her life, is that 'character' of her in No. 245 of the Tatler, 'From my own Apartment,' presented in the form of an 'Advertisement.' Lady Fordingale, having had

1. Tatler, No. 257.      2. Tatler, No. 228.

3. Tatler, No. 235.      4. Tatler, No. 75.

5. This is the only time that a 'cut glass' advertisement is inserted in the paper. This indicates the scarcity of that luxury.





stolen from her, nearly all the articles to be found in a lady's wardrobe and boudoir, has the editor of the Tatler draw up a list of those things and insert them in the body of his paper. Our once jeweled, perfumed, gorgeously dressed lady has had stolen from her the shoes with the heels of half two inches higher than her fellows, her quilted petticoat, hoops, stays, hips, gowns, silver, china, jewels, trinkets, her locket with the hair of dead and living lovers, bundles of letters, and, last of all, her complexion. After such an account of our lady's misfortune, we should like to catch the wench who carried off her goods in order to see if we could find anything among her booty which the Tatler has not mentioned.

The Tatler does not serve as a looking-glass for the men of the early eighteenth century nearly so well as it does for the women. We might see the eighteenth century gentleman frequently at Lloyd's Coffee house on the days when the French and Burgundy wines were for sale. Or he might be drinking his chocolate or Bohea tea with the ladies at some coffee-house. We may be quite sure that he was not enjoying a cup of coffee, for the only time we see that mentioned is in the word "Coffee-house."<sup>1</sup> Again, he may be smoking some of <sup>2</sup>Prince Eugene's most delicious Snuff, so much celebrated in most courts of Europe. Tobacco seems to be quite out of date.

When they grew tired of drinking and talking at the Coffee-houses, there was the theatre<sup>3</sup> to attract them. Here were held frequent 'consorts.' The music of the period was effected by the Italian opera, which first came to England in 1710.<sup>4</sup> Its influence is seen in the following:

For the benefit of Mr. Deane, Mr. Monship and Mr. Ridgely:  
At the great Room in York Building on Monday next, will be performed a Consort of Voice and Instrumental Musick, all entirely new and composed by the best Masters, in which Mr. Holcomb will sing several songs in Italian and English and

1. This is true throughout the Tatler, Examiner, Spectator and Guardian.
2. Tatler, No. 93.
3. See Trail's Social England, Vol. IV., p. 595. The only theatres open were the Drury Lane and the New Hay Market.
4. See Trail's Social England, Vol. IV., p. 595.



likewise two Solos by Mr. Deane, one being of his own composing.

These consorts seemed to have taken the place of the drama, though occasionally such comedies as "The Committce" are acted at the Theatre Royal.

In the literary world we find five magazines advertised which show the tendency of the periodical to become either magazine or newspaper. Four of these magazines appear monthly. (1) Atlas Geographus, or a Compleat System of Geography, (2) The Monthly Amusement, (3) The Golden Spy, a Political Journal of the British Night--Entertainment both in War and Peace, (4) Bibliotheca Anatomica, Medica Churmgeica, otc. Containing a Description of the Several Parts of the Body; Each done by some one or more Eminent Physicians. The fifth,<sup>5</sup> The Dunstons Oraoles, is a weekly paper, known as the Coffee-house Post, or the Fable of the Trumpeter.

The classicism of the time is seen in both the literature and the art. That the Augustan age was pseudo-classical is illustrated in the following:

<sup>6</sup>The Art of English Poetry, containing I. Rules for making verses. II. A collection of the most natural, agreeable, and sublime thoughts, viz., Allusions, Similes, Descriptions and Characters of Persons and Things that are to be found in the best English Poets. III. A Diet of Rhymes. By Edward Byosen, Gent.

Another example of the influence of the ancients which had its effect upon the character essay is

<sup>7</sup>Iconologia or Moral Emblems by Cacsar Ripa....Wherein are expressed various Images of Virtue, Vices, Passions, Arts, Humours, Chemists and Celestial Bodies as designed by ancient Egyptians, Greeks, Romans and Modern Italian. Useful for Oratorios, Poems, Painters, Sculptors and all Lovers of Ingenuity. Illus. with 326 Human Figures.

What the artists had done in imitating the classics, the English were doing in literature. In Architecture, the style was reverting to the classic, as we see in the following:

- |                             |                            |
|-----------------------------|----------------------------|
| 1. <u>Tatler</u> , No. 65.  | 2. <u>Tatler</u> , No. 12. |
| 3. <u>Tatler</u> , No. 31.  | 4. <u>Tatler</u> , No. 93. |
| 5. <u>Tatler</u> , No. 153. | 6. <u>Tatler</u> , No. 21. |
| 7. <u>Tatler</u> , No. 91.  |                            |





<sup>1</sup>A Treatise of Five Orders of Columns in Architecture viz., Tosean, Dorie, Ionie, Corinthian and Composite. Wherein the Proportion and Character of the members of their several Pedestal Columns and Entablatures are distinctly considered with respect to the Praetice of the Ancient and Moderns. Also a more easy and practicable method laid down for determining the most minute Part in all the Orders without a Fraction. To which is annexed a Discoourse concerning Plasters and of several abuses introduced into the Architecture. Engraved in Six Folio Plates of the several Orders adorned with 24 Borders as many suitable letters, and a like number of Tail Pieces. By Julian Stuart. Written in French by Claude Perrault of the Royal Academy of Paris.

A third view of the life of the people that we get from the advertisements is a picture of their homes. The city residence is very different from the country place, as we see in the following, which would be listed under the heading of 'Real Estate' in our modern papers.

<sup>2</sup>A Compleat Briek House in North Minis Parish near North-Hors in Hertforshire, 15 miles from London, with 5 Rooms on a floor, many of them wainscoted and with closets; 2 cellars, with all manner of convenient Out-Houses; the Court before the house walled; 3 Rood of Gardening Ground parted in with a Five Foot Rail, with Time given until Lady-day to put things in Order; to be let for 10 Guineas per Annum. You may be satisfied in all Particulars by Edward Winford, at Mr. Carter's in Ely-Court, over against the Cross Keys Tavern in Holborn.

How different is the description of the country residence.

<sup>3</sup>A Large convenient House with Out houses and Stables, a very fine Garden, with a Wilderness, fine Greens, and a Green House, and Canals supply'd from a famous trout River. The late Seat of Richard Garth, Esq.: at Mourdon in Surry, 7 miles from London on the Road to Epsom. All to let from midsummer next with some Furniture and Necessaries, and about 20 acres of Meadow Land. Enquire of Mr. Storie in Great St. Hellens.

Besides these advertisements serving as such an excellent portrait of the times and the people, there is another group which, because of its variety, might be called 'Miscellaneous' or 'Unclassified' ads.' They consist of 'Notices,' 'Want ads,' 'Personals,' 'Lost' (but not 'Found'), etc. These show the traces

1. Tatler, No. 37.
2. Tatler, No. 129.
3. Tatler, No. 26.



of early advertising and also the introduction of new arts and methods. Judging from what we knew of the advertisements of earlier periodicals, the personal kind, which rarely occurs in the Tatler, was the general way of inserting notices in the paper.

<sup>1</sup>A Gentleman who the 20th Instant had the Honour to conduct a Lady out of a Boat at White Hall Stairs, desires to know where he may wait on her to disclose a matter of Concern. A Letter directed to Mr. Samuel Reeves, to be left with Mr. Ray at the Golden Head the upper end of New Couthampton Street, Convent Garden will come safe to his Hand.

This kind of advertisement is exceptional in the Tatler, and the tendency is for the 'Notices' to become more business-like, inserted by people who are fitted for a certain line of work, and want a job.

The Tatler served also as a means for recovering lost articles, about 25 issues containing 'ads' of this sort. Yet what we would call the advertisement of 'Found' articles does not appear. This may have been due to the standard of low morals which characterizes this period, as suggested in this Notice:

<sup>2</sup>A gentleman coming along Thorne street about six a Clock at night on the first Instant, hath taken up a red Letter case torn at one end, with some Bills and accounts, and some Receipts of no use but to the Owner. Payment being stop'd. If the Gentleman that took it up will bring it to the Kentish Hoy in Little East cheap, shall have Five Shillings Reward.

There is a modern tone in the notices of 'Job Wanted' appearing occasionally in the Tatler. In a present day advertisement similar to the following, however, the person would not characterize himself as being 'sober' for fear of suggesting the alternative. Such an adjective probably carried more weight with it in an age of licentiousness.

<sup>3</sup>A Sober Person, that understands the Latin, Greek and French Tongues, capable of making a true Version from either, but especially the French, that also writes a fair expeditious hand for any Business, and is a good accountant, desires to serve any Gentlemen belonging to the Law, or be

1. Tatler, No. 149. 2. Tatler, No. 106.  
3. Tatler, No. 97.





Clerk to a Brewer, Wordmonger, etc., or any other reputable Business. He can be well recommended and Security given, if request'd. Enquire of Mr. Merefield at his Chamber Numb. 2 in New Inn.

It seems strange that at a time when slave traffic was being carried on so extensively, advertisements of the sales of human beings were not numerous. Perhaps Steele objected to this kind of business, or it may be that there was such a ready market for slaves and apprentices that there was no need of advertising. Only one such 'ad' gets into the Tatler.

<sup>1</sup> A Black Indian Boy, 12 years of age, fit to wait on a Gentleman, to be disposes'd of at Denis's Coffee-house in French Lane near the Royal Exchange.

Another advertisement is characteristic of the superstitions of the people, showing their belief in witch craft and spirits.

Just Publish'd

An exact Narrative of Many Surprising Matters of Fact, uncontestably wrought by an Evil Spirit or Spirits in the House of Master Jon Smogge, Farmer in Conry Island near Leigh in Essex, upon the 10, 13, 14, 15 and 16 of Sept. last in the Day-time in the Presence of the Rev. Mr. Lord, Curate to the said Island, Jon Smogge, Master of the House, and of several Neighbours, servants, and strangers, who came at different Times, as Mr. Lord's particular care to discharge his Duty, and their curiosity, led them to this Place of Wonders. Together with a short account of some of the extraordinary Things credibly said to have formerly disturbed the House, both before and since Mr. Smogge came into it. The utmost caution being used not to exceed the Truth in the Minutest Circumstance. In a Letter from Malden in Essex to a Gentleman in Lond. Printed and sold by J. Morphew near Stationers Hall. 1709. Price 2 d.

No doubt, this is a clever piece of fiction reviewed in the garb of actuality in order to carry conviction to its readers who believed in the supernatural.

A curious phenomenon in regard to the advertising column is that not all the advertisements are listed there. Notices concerning Isaac Bickerstaff, Mr. Omicron, material for the paper, certain theatre performances, information to the public about the Tatler, and notices to the book seller are inserted





above the "Advertisements." One reason for this may be that they were inserted by the editor in the form of editorial notices to the public, or as fictitious notices. Their purpose was not to solicit business as <sup>was the case</sup> those which paid for their place in the Tatler, hence they had a department of their own. In some cases they afforded a good occasion for satirizing some of the personal notices that are put in the paper. Compare this one with No. 106.<sup>1</sup>

On Saturday night last, a Gentlewoman's Husband strayed from the Playhouse in the Hay-Market. If the Lady who was seen to take him up will return him, she shall be asked no Questions, he being of no use but to the Owner.

These notices were placed above the regular advertisements. The large italicized type made them very conspicuous. Perhaps a higher price was charged for the placing of advertisements here, and in this form. But this space seems to have been for the use of the editor, in which case the following was probably a complimentary announcement.

Mr. <sup>h</sup>Cars. Underhill, the famous Comedian in the Reign of K. Charles 11, K. James 11, K. William and Q. Mary and her present Majesty Q. Anne, but now not able to perform so often as heretofore in the Playhouse, and having had Losses to the Value of near 2500 L. is to have the Tragedy of Hamlet acted for his Benefit, on Friday the Third of June next, at the Theatre-Royal in Drury-Lane, in which he is to perform his Original Part, the Grave-Maker. Tickets may be had at the Mitre Tavern in Fleet Street.

A further evidence that paid advertisements or those soliciting business were classified under the heading "Advertisements" is seen in Tatlers No. 102- No. 114. The announcement of the publication of the Lucubrations appears above the "ads" in these numbers, but when they are printed and <sup>2</sup>subscriptions are to be taken for them by Charles Lillie, the notice appears in the advertising column.

To what extent the printer was responsible for the placement of the

1. See page 14.

2. See Tatler No. 126.



notices in the Tatler, is not known. The translation of Dido by Dryden in No 133, inserted in the advertising column looks like an error on the part of the printer since it is really a part of the essay.<sup>1</sup>

As the Tatler changed its policy, dropped out its departments and tended toward becoming a single essay, these notices ceased to appear above the advertisements but were placed in that column. In this way the unity of the paper was preserved. The news practically dropped out after No.100, although there are exceptions. The same may be said about these notices after No.100. In No.113 a notice appears separated from the essay by a line. Other<sup>2</sup> exceptions are in No.121, 157, 248, 250. The first time that these notices are classified as advertisements is in No.120. From then on to the end of the Tatler they are thus inserted save for the above mentioned exceptions. This indicates that the same cause for the discontinuance of news had its affect upon this miscellaneous or independent portion of the paper. As the news was compressed and pushed out of the Tatler, the notices did not disappear but found a place in the advertising column.

1. To oblige the Pretty Fellows, and my Fair Readers, I have thought fit to insert the whole Passage ~~above~~ mentioned relating to Dido, as it is translated by Mr. Dryden.

2. Errata always appears at the end of the literary part of the periodical.





## Chapter II.

### The Relation of the Examiner to the Tatler.

By means of a comparison with a periodical of an entirely different policy, the conditions which influenced the advertising column are brought to light. Especially is this true in regard to the political advertisements. Addison and Steele were Whigs, so that as far as the politics of the Tatler were concerned they were Whigs. The Examiner was a Tory periodical and the chief opponent of the Tatler. <sup>1</sup> Its policy was "to examine some of the papers and set people right in their opinion." The Tatler was one of the papers alluded to.

An investigation of all the advertisements of the Tatler proves that no advertisements of publications in opposition to the present Whigs form of government or the Established church, appear. Nothing is advertised which does not agree with the principles of religion and politics. In fact, though the Tatler does not mention a political policy, it seems to have one in its advertisements. Many of the essays are devoted to the condemning of cosmetics, quack doctors, patent medicine and the like, but at the same time they would advertize the very thing that they denounced. But in matters that concerned the State rather than the people, only one principle is maintained. While the attitude of the Tatler on this point is revealed by its advertisements, the problems and disagreements that were arousing the state at this time are portrayed through their opposition to any principle not their own.

There is generally some cause for the publication of a pamphlet or book upholding certain ideas, and the following would indicate that this vindication was occasioned by the dissent of some from the church of England.

#### Just Publish'd

<sup>1</sup> A plain and Rational Vindication and Explanation of the Liturgy of the church of England. Collected out of the Discourse of some of the Reverend Bishops and Doctors of that church by way of Question and Answer.

1. Examiner, No. 1.
2. Tatler, No. 8.



With a short Explanation of the Lord's prayer and Ten Commandments By J. Clutterbuck Gent. The Fourth Edition with large Improvements. Printed in a Volume convenient to bind with the common Prayer, proper for Schools and maybe acceptable to many of Riper years. Sold by R. Whitledge in Ave-Mary-Lane and J. Morphew, near Stationer Hall, 1709. Price 6d. or 120 for 45s. to such as are charitably disposed.

The reason for the dissenting from the Mother church is partially explained in,

<sup>1</sup> There is now in Print and will be suddenly Published a book, entitl'd An Appendix to the contempt of the Clergy wherein will be set forth at large That all our Dissentions are owing to the Lozniers of Persons in the Sacred Ministry, and that none of the present Scissms could have crept into the flock but by negligence of the Pastors. There is a Digression in the Treatise proving That the Pretence made by the Priesthood from Time to Time that the church was in Danger, is only a Trick to make the Laity passionate for that which they themselves have been negligent. The whole conoludes with an Exhortation to the Clergy to the study of Eloquence and Practice of Piety as the only method to support the highest of all Honours that a Priest who lives and acts according to his character.

The views of the High churchmen are further exemplified in the following,--

<sup>2</sup> The Sinfulness of Separation from the Established church of Eng. Sermons preached in the Parish church of St. Clement Dane Sun. July 2, 1710.

Here is one that is full of enthusiasm over the victory in the return of the prodigal.

<sup>3</sup> Dissenters Represented and condemned by themselves on the Points of the Vocation of their Ministry, the construction of their churches and their separation from the church of England. In a letter from Mr. D. W. a dissenting minister to one of his flock who went astray.

The religious controversy was not only that created by the dissenters; it was also due to the desire of the church to become independent of the State.

The Tatler being a Tory paper in regard to its religious views publishes

1. Tatler, No.68.
2. Tatler, No.201.
3. Tatler, No.191.





these two advertisements:

<sup>1</sup> The Power of the Sovereign and the Right of Liberty of conscience: In 2 Discourses pronounced by M. Nordt at Leyden when he was Rector of the Univ. ....

<sup>2</sup> Defence of Passive Obedience an Non-Resistance to Supreme and Sovereign Powers..... as agreeable to Laws of Christ and this Realm.

This advertisement hints of moderation though by no means of dissention.

<sup>3</sup> Just publish'd, Observations and Reflexions moral and Political, upon several Subjects: partly respecting the Affairs of the present Time. Containing the best arguments ever yet produced in Favor of Liberty of Conscience, and against Persecution: when Toleration is due and when not, Fatality of the Title Great, Presage of the Fall of the French Empire. Source and Instrument of the Persecution in France. Present Sentiments of the French Clergy, the Ruin of States involved in the Grandeur of their Clergy, Definition of Religion by the Clergy, Authority of a Romish Faculty and a Protestant Synod for Resisting Prince in case of Oppression, etc. At Peace and War and the Duty of Commander of the Modern Prophets. Teno's Virtues reconciled with Epicurus's Voluptas, Aristotle's Opinions of the Nature of the Soul of absoure and dangerous etc. Printed for J. Morphew near Stationers hall and James Woodward in St.Christophers church yard, Threadneedle street.

While the tone of these advertisements savor of dissention, it is not from the church so much as from governmental authority over religion. Fear lest the Pretender might come to the throne aroused their hostilities against the catholics, which is very well expressed.

<sup>4</sup>This Day is publish'd An Account of the conduct of the Roman-Catholick Clergy and Zealots of France from the first Toleration there of the Protestants to their Expulsion. Proving Historically that those Clergy and Zealots have been the Ruin of the ancient Constitution of Government in that Kingdom. Written and first publish'd in Jan., 1709, and since reprinted with some additions. Sold by J. Morphew near Stationers-Hall.

These advertisements show that in regard to the church, the Tatler believed in the right of and the obedience to the Established church. The total lack of any advertisement opposing this view confirms this fact.

1. Tatler, No.142.
2. Tatler, No.173.
3. Tatler, No.181.
4. Tatler, No.158.





In regard to political affairs, the advertising column is strictly Whig, in accordance with the sentiments of the editors of the Tatler. In 1708-10 the Whigs were in power. During this time a war was being carried on with France. The Tories were anxious for peace. Dr. Sacheverell was impeached for preaching two sermons in which he certified <sup>1</sup> "that the means used to bring about the revolution had been odious and unjustifiable, with condemning the legal toleration of Dissenters, with asserting that the church was in danger and with maliciously declaring that the Queen's ministers were false brethren and traitors to the Constitution in Church and State."

The policy of the Tatler was to keep out of politics, and, to an extent, this was lived up to in the advertisements. While party distinctions can be easily recognized, yet they are not upon as heated questions of the day as those of the Examiner. Pamphlets, sermons, and books upon disputes or public opinions are not advertised in the Tatler. Affairs of the state were treated in a general way rather than specifically. For example:

<sup>2</sup> The Glorious and Successful Campaign of his Grace the Duke of Marlborough and Prince Eugene of Savoy for the year 1709, wherein is displayed the remarkable Siege of Tournayard Mons a Prospect of the Battle of Blarney near Mons, between the Confederate and French, together with an extraot Plan of the same as also the Plans of the Town and citadel of Tournay and Mons to which is added a Plan of the Battle of Pultorva between the Swedes and the Muscovites. Printed in 3 sheets of Imperial Paper, being 4 Foot long and 2 Foot 8 inches Deep. To which is annex'd an Historical Account of the Campaign in the Netherlands. Price 2 S. Sold by P. Overton at the Golden-Buck-- against St. Dunston Church, Fleet Street and H. Overton at the White House without New Gate.

Two poems occasioned by the war are advertised.

<sup>3</sup> The Eneomonium, a Poem, occasion'd by chief Successes of the last Campaign and his Lordship's Speech thereupon to his Grace the Duke of Marlborough in the House of Lords by order of the Illustrious Assembly.

1. Traill's Social England. Vol. IV., p. 536.
2. Tatler, No. 109.
3. Tatler, No. 145.



<sup>1</sup> A Letter to a Friend upon the Successes of the Year 1708. An Heroick Poem. Price 6 d. Printed for Thomas Word in the Inner Temple Lane, and sold by John Morphew near Stationers Hall.

The spirit of the Whigs in looking for terms of peace and justice from the war is illustrated in the advertisement:

Just Publish'd

<sup>2</sup> Considerations on Peace and War, under the following Heads: Whether it be the Interest of the Allies to consent to a Peace in this Conjunction. 2. Upon what conditions a lasting Peace may be expected. 3. The Means for obtaining such conditions. Price 1 S. The Proceedings of the Lords and Commons in the year 1628, against Roger Manwaring, Doctor of Divinity (the Sacheverell of those days) for two Seditious, high flying Sermons entitled Religion and Allegiance. Price 2 d. Both sold by B. Brogge at the Raven in Paternoster Row.

Carrying the proof, perhaps to an extreme, we find advertised a <sup>3</sup>Military Dictionary which is not found in the columns of the Examiner.

Where there is a possibility of creating a party spirit as in advertising the publications concerning the impeachment of Dr. Sacheverell, which was a barrier between the Whigs and the Tories, the Tatler is silent. Only three advertisements appear in the paper concerning his case, and in these the spirit manifested is that of neutrality. Sides are not taken; nothing is explained; and the contents of what is advertised is not mentioned.

<sup>4</sup> Lord H\_\_\_\_'s speech in the House of Commons on the first article of the Impeachment of Dr. Sacheverell, and also the <sup>5</sup>Bishop of Oxford's speech upon the same subject, are advertised. In Tatler No. 177 is an advertisement which receives a reply advertised in the <sup>6</sup>Examiner. This is the only time that the Tory paper has published an 'ad' which attacked those appearing in the Tatler. The following is what appeared in the latter:

1. Tatler, No. 145.
2. Tatler, No. 109.
3. Tatler, No. 13.
4. Tatler, No. 218.
5. Tatler, No. 182.
6. Examiner, No. 19.





This Day is publish'd The Fourth Edition of the Managers Pro and Con: or an Account of what is said at Child's and Toni's Coffee-house for an against Dr. Sacheverell. This is allowed by all Foreigners, as well as Britians, to be the completest answer to whatever yet has been written in Vindication of the Doctrine of Passive Obedience and Non-Resistance and thought by some to be unanswerable. Sold by A. Baldwin in Wouvieck - lane.

These advertisements, which are characteristic of others found in the Tatler, have kept their public sentiment muffled to a certain degree by not advertising anything that would arouse opposition, and by advertising those publications which pertain to the general rather than the individual--that is to say, by treating religion or politics as a large subject rather than discussing specific instances or particular individuals. This spirit of moderation is characteristic throughout the advertisements of the Tatler. There are two ways of explaining this fact. First, it may have been the aim of the editor to keep the politics out of the paper as far as possible, and for that reason the advertisements are not as strongly political as they might have been. To this the question might be raised,--Why weren't they kept out entirely? But it must be remembered that, as a business enterprise, advertisements were necessary. Second, the Tatler was a widely circulated paper,--one of the most popular in its day,<sup>1</sup> Read by members of both parties, it may have been shrewdness on the part of the business manager to keep out those 'ads' which satirized and condemned the Tories. The lack of them would keep down ill feeling on the part of the Tories, and the inserting of those pertaining to Whigs would be well received by that party. As a business proposition, it was probably the combination of these two suggestions--moderation in politics governed by a business policy.

To what extent the printer had anything to do with this part of the paper cannot be determined. J. Morpew published both the Tatler and the Examiner. Advertisements contrary to the party spirit of the periodicals do not appear

1. See Macaulay's Life and Writings of Addison. Vol. VII., p. 93.



in their respective columns, which indicates that if the printer did frequently obtain or contribute 'ads' of publications, he was aware of the political position of these two papers and inserted them in the proper paper.

The advertisements of the Examiner keenly portray the spirit of the Tories and the antagonism of that party toward the Whigs. From Chart III. can be observed that, up to No. 33, nearly all the advertisements were of publications; in the minimum ratio there being 54 percent of this kind. Nearly all of these were political, which shows the strong party spirit of the paper.

The fact that the Tatler and the Examiner both upheld the principles of the Established Church of England made the difference between the two one of politics, and not religion. This is observed also in the advertisements. Here are several which show similarity to those found in the Tatler.

<sup>1</sup>The Doctrine of Passive Obedience and Non-Resistance stated: and its Consistence with Theology, Reason, Justice, the Revolution, our Laws and Policy impartially considered.

<sup>2</sup>An Apologetical Vindication of the Church of England in Answer to her Adversaries who reproach her with the English Heresies and Schisms, with an appendix relating to the Schisms of the Church of Rome. By. G. Hicks, D.D. Edition revis'd by the Author. Sold by J. Morphew. 2 s. in Calp. 1 s. in Sheep roll'd.

<sup>3</sup>Divine Authority of Church Government and Episcopacy. Stated and Asserted upon Principles common to all Christians.

Just as the loyalty of the Examiner to the Church of England is affirmed in these advertisements, so is its hatred toward those sects which were revolting against the form of worship exemplified in the following:

<sup>4</sup>Fanatical Moderation: Or Unparallell'd Villany Display'd. Being a faithful Narrative of the barbarous murder committed upon the Most Reverend Father in God, Dr. Jones Sharp, Arch bishop of St. Andrews, by 9 Scotch Presbyterian assassins May 3, 1679, interspers'd with several Original papers fully demonstrating the Design of the Fanatick Party in that Kingdom and elsewhere to be directly

1. Examiner, No. 1. See also Tatler No. 173.

2. Examiner, No. 10. 3. Examiner, No. 34. 4. Examiner, No. 30.





intended for the subversion both of Church and State.  
Sold by E. Curl at the Dial and Bible, against St.  
Dunstan's Church in Fleet street.

It is in the advertisements of political publications that the opposition to the Whigs is most plainly manifested. In No. 19 there is advertised a reply to a publication which appeared in the Tatler No. 177.

<sup>1</sup>A Letter out of the Country, to the Author of the Manager Pro and Con, in answer to his account of what is said at Child's and Toni's in the case of Dr. Sacheverell. Article by Article.

The point of view of the Tories in the Impeachment of Dr. Sacheverell was expressed in several advertisements.

<sup>2</sup>A Vindication of Dr. Sacheverell from the false, scandalous, and malicious aspersions cast on him in Mr. Besset's Impudent Pamphlet, entitled The Modern Fanatick, etc. Published with the Doctor's consent and approbation. Printed for H. Clement at the Half Moon in St. Paul's Church-yard.

Those publications recalling what has previously been written against the Tories is a victory for that party over the Whigs. A retracting of the above advertisement a few weeks later illustrates:

<sup>3</sup>Mr. B\_\_t's Recantation: in a letter to the Rev. Dr. H. Sacheverell: occasioned by his Reading the Dr's. Vindication lately published.

In the next number appears the following:

<sup>4</sup>A General Apology for the Lies made use of against Dr. S., occasioned by the pretended answer to Mr. Besset, with a large Introduction showing the reasonableness and necessity of such a Work.

This advertisement sums up the Tory sentiment concerning the Whig government:

<sup>5</sup>The History of the present Parliament and Convocation with the Debates at large relating to the conduct of the War abroad, the mismanagement of the Ministry at home, and the Reasons why some offenders are not yet impeached. Interspers'd with several Speeches and Representations

1. Examiner No. 19.
2. Examiner No. 22.
3. Examiner No. 28.
4. Examiner No. 29.
5. Examiner No. 50.





on Grievance in Matters Religious as well as Civil, together with the motives that induc'd the Bishops not to consent to the Representations agreed to by the Committee of both Houses of Convocation. To which is added an exact history of the Parliament and Convocation as also an abstract of the South Sea Act, with a history of the Commissioners Names, Printed for J. Baker in Pater-Nortes-Row.

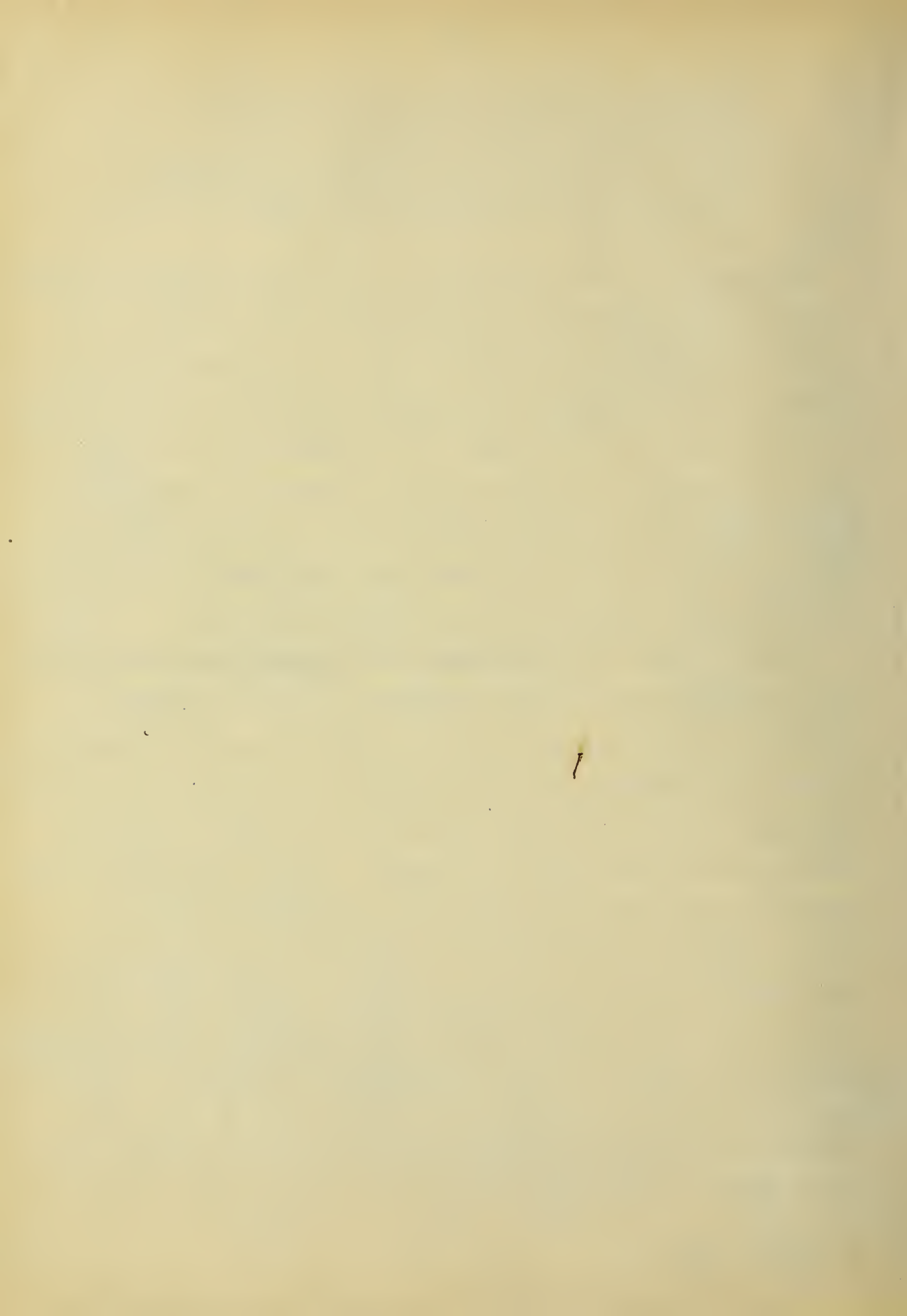
The Examiner came into existence Aug. 3, 1710, when the Tatler was issuing its 206 number, the latter being discontinued with No.271 on January 2, 1711, at which time the former had put out 23 issues. Illustrations from the advertising column of the Tatler and the Examiner show how the party distinction of the two periodicals was maintained. These examples would not be enough to confirm this statement if it were not that it is impossible to find advertisements which are not in accord with their political principles. Chart IV indicates the fall in the political advertisements which reached its minimum after the beginning of the Examiner, and never recovered after No.206.

Since it is found (1) that the Tatler and the Examiner had a definite and distinct political policy in their advertisements; (2) that the Examiner advertised publications which showed more party spirit than those of the Tatler. (3) that when the Examiner comes into existence, the advertisements of political publications decrease; the question arises as to what was the cause of these conditions in the advertisements of the Tatler. Did the Examiner affect them? In the first place it was only natural that a periodical should advertise principles which its editors advocated. In the second place a periodical which aimed to keep out of politics and which was read by members of both parties, showed good sense in not entering into disputes by publishing advertisements of heated arguments. Only one advertisement in the <sup>1</sup>Tatler receives a reply in the columns of the <sup>2</sup>Examiner, but the Tatler does not insert any advertisements of publications which are occasioned by those advertised in the Examiner. There is but one advertisement in the <sup>3</sup>Tatler relating to

1. Tatler, No.177.

2. Examiner, No.19.

3. Tatler, No.218.



the Dr. Sacheverell case, after the 206 number. That important topic disappears in the Tatler although continued in the Examiner to a marked degree.

The decided decrease in the number of political advertisements in the Tatler after No.206 is still to be accounted for. It would have been detrimental to the Tatler as a business enterprise, if the advertisements of political publications had been kept out of the paper unless something could take their place. Chart II. shows that with the decrease in this sort of advertisement there was not a corresponding decrease in the number of advertisements, nor in the number of inches devoted to this department of the periodical. In fact there is a slight increase in the number as well as in the space. One sudden drop occurs in No.240. Chart I. shows that the advertisements of political publications reached their high-water mark at No.140 (66 issues before the Examiner came into existence), and then began to decline rapidly. The drop-off of religious publications began with No.80 (126 numbers before No.206). Chart II. indicates that at No.140. publications began to decline. After No.115 the majority of this kind of advertisements were miscellaneous. This proves that the decline in the advertising of publications began sometime before the Examiner appeared. A more accurate Chart IV. verifies the statement that the decline began before No.206.<sup>2</sup>

Since the Examiner did not have any effect upon the Tatler, what is the cause for the decline in this kind of advertisements especially after No.206, where the ratio after No.236 is 2 advertisements of publications per 10 numbers? In <sup>3</sup>No.140 denoting the decline in publications, "Sales of Goods", under which are included lottery sales, were beginning to increase in number. At No.204 these advertisements had become more numerous than any other kind, and contin-

1. 65% at No.115; 66% at No.206.

2 Chart I. does not explain accurately the conditions because under the heading religious publication is meant anything pertaining to religion and under political publications is included everything pertaining to politics and history. In Chart IV. everything has been excluded that does not allude to the religious and political opinions. 3. See Chart II.





ued to increase so that the majority of the "ads" between No.224-No.271 were of this kind. This rapid increase in the number of Lottery "ads" accompanied the sudden decline in the political "ads". The Tatler was intended for all classes of people, and its purpose was to entertain and give information to its readers. Its advertisements were the kind that would be of interest to the people rather than to the party. The sales of goods caught the eye of the women; sales of liquors attracted the attention of the Englishman. The Examiner on the other hand, catered to the Tory party. Advertisements other than those of publications, do not appear to any great extent.<sup>1</sup> One is inclined to believe that the publisher probably inserted these. As a general rule sometimes as many as a half a dozen advertisements of publications ~~and~~ will appear, <sup>and</sup> underneath the last one will be "Printed and Sold by J. Morphew."

To get advertisements of these lottery sales demanded much more attention from the business manager than those of publications, for the latter were long, occupying from five to sixteen lines, and were often continued in the periodical for several issues. To secure advertisements of "sales of goods" for the Tatler meant that the business manager had to be continually busy. The "ads" were very brief, some containing but three lines. This meant that a great many were required to fill up the paper. Then, too, they advertized sales that would take place within, at the most, two weeks--some within two days, therefore new advertisements would have to be secured to take their place. This evidence indicates that there was an aim to make the Tatler as a business enterprise a success.<sup>2</sup> The financial problem does not seem to be as of such importance in the Examiner. The advertisements do not show solicitation as

1. See Chart III.

2. There is no authority as to what way "ads" were paid for in the Tatler. Perhaps the number of short "ads" would indicate that they were paid for per "ad", and for that reason the manager tried to secure as many as possible.



is found in the Tatler.<sup>1</sup>

It is interesting to note in what way the advertisements of the Tatler and Examiner differed in other respects than in their politics. Having seen what sort of "ads" the Tatler contained,<sup>2</sup> a comparison with those found in the Examiner leads to certain definite conclusions in regard to the attitude of these two periodicals toward each other from a business point of view.

Chart VIII. indicates that there was a steady increase in the amount of advertising, although in the first <sup>3</sup> 23 issues the maximum amount of space does not reach the minimum amount of space in the Tatler. During this time all the advertisements except three are of books or pamphlets. One of these is the advertisement of a cook book and appears in two numbers; another of a "sale of goods" at the Black Lion is inserted but once; and "the sale of morning gowns at the Sugar Loaf" is advertised seven times.<sup>4</sup> The last mentioned advertisement appears in the Tatler as early as No. 124.<sup>5</sup>

1. This characteristic of the advertisements of the Tatler gives further evidence that Steele had charge of this part of the paper. Addison was too literary to devote his energy to business; he was also too shy and reserved to make his way among people, hence working for business would be out of his line. Steele was a vigorous, energetic gentleman, venturesome and full of business. The advertisements indicate that the latter type of man must have been in charge of them.

The fact that the Examiner was a weekly paper may have been responsible for its unpopularity as an advertising medium. It could not be up to date in its lottery sales, auctions and notices.

It may be said that probably "ads" were not solicited but that in the popular Tatler, people were eager to advertise. But the steadiness of lines 1-6, Chart II. indicate that there must have been some management to keep it up, all the time. If "ads" were not solicited, why are there none in the Examiner, of "Sales of Goods" Liquors" etc? Certainly some ought to advertise in that paper as well as in the Tatler. Evidently the business manager of the Tatler must have been working to make his periodical a success.

2. See Chapter I.

3. Ex. 1--23 were issued at the time Tatler's 206--271 appeared.

4. This "ad" appears in many of the later numbers of the Examiner.

5. In Tatler, No. 189 the office is changed from "the Olive-tree and Still" to the Golden Sugar Loaf.





The wording of the same advertisement in the two periodicals is practically the same.

<sup>1</sup>Morning Gowns for Men and Women of all Sorts of rich Brocaded Silks, Stuffs and Callicoes (being a fresh Parcel of choice Goods of Sam. Edwards and Richard Hochett, Mercers, who left of Trade) are to be sold at very low Rates, at the Golden Sugar-Loaf up one pair of Stairs, over against the House at Channing-Cross, the Price being set on each. Catalogues of the above said Gowns to be had at the Place of Sale.

This appears with similar wording in the Tatler<sup>2</sup> with the exception of the last sentence which is omitted in this number, but is added in other issues; then, too, there is a small change in punctuation.<sup>3</sup> In both papers it is italicised. It looks like an advertisement that the publisher may have put in. If this is the case, it is safe to say that the same people did not advertise in both periodicals. Chart VIII. indicates that advertisements in the Examiner did not increase very rapidly until after the discontinuance of the Tatler. Chart III. shows that most of these were of publications. It cannot be assumed however, that because (with the one exception) advertisements of the Tatler do not appear in the Examiner, the same person would not advertise in both for other commercial advertisements were not in that paper either. But with the additional fact that the landed country gentlemen were Tories, while the townsmen and merchants were Whigs, we may find a reason for the scarcity of commercial "ads" in the Examiner. The Whigs advertised in the Whig Tatler and not in the Tory periodical.

Another suggestion of the political spirit of advertisers is seen in the following, taken from the Examiner.<sup>4</sup>

Whereas the Executors of Patrick Lamt, Esq. late Master cook to Her Majesty, are pleas'd to advertise in Yesterdays Gazette, that the Receipts and Draughts in cookery, lately Publish'd in his Name are Spurious and Imperfect: These are to certify, that the Said

1. Examiner, No.18. Nov. 23--30, 1710. also Tatler, No.254, Nov. 23--25, 1710.<sup>2</sup>
3. This may be due to the person that set up type or the proof reader.
4. Examiner, No.8.





Receipts and Draughts were transcrib'd from Mr. Lamb's own Papers in his life time and with his consent by a near Relation, who to oblige the World, Sold them to Abel Roper, in order to have them Publish'd and he doth still hereby affirm them to be the Genuine Composition of the said Patrick Lamb, and appeal to the Draught of the several Entertainments at court which could not possibly be had from any other Hand for the Truth thereof, and even to their own advertisement; in which it is only said, That neither his Sons nor Executors, ever gave any Directions for the Publishing of the Said Book and whereas they please to talk of Publishing Some of his works. These are to forewarn all Persons from Purchasing, Drawing, Printing or Publishing any of the Draughts or Receipts in Mr. Lamb's Royal Cookery. The said Abel Roper having Enter'd his Copy in the Hall-Book according to the late Act of Parliament, Which Book is Sold by John Morphew, near Stationer's Hall and by the Booksellers in Town and Country.

After the discontinuance of the Tatler, a few of the advertisements that appeared in that paper, appeared in the Examiner. The "dial" <sup>1</sup>advertises its "morning gowns" <sup>1</sup>in Ex. 28 shortly after the Tatler went out of existence. This seems to have been a "stock" advertisement, being inserted frequently in the Tatler and later in the Examiner. It is quite probable that the printer put this in the latter paper, having it on hand after the Tatler stopped.

This fact, that those that patronized the one periodical did not furnish the other with any business, is further seen in the relation of the Examiner to the Spectator. The first number of that paper appeared, March 1, when the Tory periodical was issuing its thirty-first number. Several "ads" of the Tatler <sup>2</sup>were not transfered to the Examiner but appeared again in the Spectator <sup>2</sup>shortly after that paper came into existence, which indicates that the patrons of the one would not advertise in the other. <sup>3</sup>

1. See No.270. Tatler for some advertisement.
2. Tatler, No.270. Spect. 18--Mrs. Attaway's Sale of Goods.  
Tatler, No.270. Spect. 114--Lloyd's Sale of Wines.  
Tatler, No.270. Spect. 66-- The Chrystal Cosmetic.

These are commercial advertisements which affirms the statement that the merchants were Whigs and advertised only in the Whig paper.

3. Two "ads" appear both in the Examiner and Spectator (1) Mr. Oznam's compleat Treatise of Fortification. See Spectator April 17, 1711. and Examiner May 29, 1711. (2) R. Stoughtons advertisement to cure Small-Pox. See Examiner May 3, 1711 and Spectator May 14, 1711.



In an examination of the Tatler and the Examiner with their respect to each other we get a point of view different from that in our study of these periodicals as essay papers. We see them in the guise of a business enterprise; we find out to what extent the conditions of the times affected them; and we observe the relation of the two to each other and the attitude of the people toward them. In regard to business, the Tatler was much more energetic than the Examiner. The advertisements are newer, varied, and more numerous, in the former which shows that its aim was to be a success financially as well as a periodical. The politics of the times affected the periodical most critically. It is first shown in the subject matter of the publications advertised. Again it is seen the patrons of the paper who advertised in that periodical which agreed with their politics. In this respect the Tatler was more fortunate than the Examiner, since the Whigs represented the business clan and they patronized their own paper.





### Chapter III.

#### The Relation of the Guardian to the Tatler.

A few months after the Spectator was brought to a close, the first number of the Guardian was issued, March 12, 1713. Its purpose was <sup>1</sup>"to protect the modest, the industrious; to celebrate the wise, the valliant; to encourage the good, the pious; to confront the impudent, the idle; to contemn the vain, the cowardly, and to disappoint the wicked and profane." In regard to politics, Steele says, "I am, with relation to the government of the church, a Tory, with regard to the state, a Whig..... I am past all the regards of this life, and have nothing to manage with any person or party."

Steele and Addison were the editors of this periodical, although the latter did not bear any of the responsibility until after No.96. During the issuing of the first fifty-four numbers of the Guardian, Addison was busy with the rehearsal, the acting, and the publication of "Cato" and had no time for the paper.

<sup>2</sup>Authorities differ on the exact dates of the presentation of this play upon the stage. From the advertisements in the Guardian, the first performance was April 14, 1713.

#### Never before Acted

<sup>3</sup>This Day will be Acted, at the Theatre Royal in Drury-Lane, A Tragedy called Cato. The Prologue and Epilogue written by Dr. Goeth and Mr Pope.

As soon as the play had been published, it was advertised as being acted and for sale in book form. The last time that this advertisement appears is May 12, 1713.

1. Guardian, No.1..

2. H. R. Montgomery. "Memoirs" of Steele Vol.I.p 170. "Cato was performed for 35 successive nights."

W. J. Courthope Addison p.120. "Cato ran for 35 successive nights."

Austin Dobson Addison, Nat. Diet. of Biog. "Cato was acted for 20 nights."

Genest History of the Drama and Stage in England from 1660 - 1830. Vol.II p. 512. "On May 9, Cato was acted the 20th time." Thos. Tiekell Preface to Work's of Addison "The first run of Cato lasted for a month; and then stopped, only because one of the performers became incapable of acting a principal part."

3. Guardian, No.29.



<sup>1</sup>Cato a Tragedy. As it is Acted at the Theatre- Royal in Drury-Lane. By the Majesty's Servants. Written by Mr. Addison. N. B. There are a small number Printed on fine Paper. Next Week will be Published a French Translation of Cato, also just Publish'd the Fifth, Sixth, and Seventh Volumns of the Spectator in 8vo and 12 mo. Printed for Jacob Tonson at Shakespeare's Head over-against Catherine street in the Strand.

No advertisement appears on <sup>2</sup>May 13. The following day the play is advertised but not as being acted.

<sup>3</sup>The Fourth Edition of Cato. A Tragedy. Written by Mr. Addison. Printed for J. Tonson etc.

This would indicate that after May 13, and perhaps after May 12, ~~that~~ the play was no longer acted, which agrees with Thos. Tickell who says that the play ran for about a month.

Being engaged in the interests of his play, Addison did not contribute anything, nor did he bear any of the responsibility of the periodical during this time. <sup>4</sup> Authorities differ again in regard to when he first began to write for the Guardian. It is safe to say, however, that up to No. 97, Addison was only an occasional contributor. Up to this time, Steele evidently was responsible for the periodical, hence, he must have had charge of the advertisements. His ability as a financier is illustrated in what he says of himself concerning his engineering Cato. <sup>5</sup>"All the town knows how officious I was in bringing it on you (that know the Town, the Theatre, and Mankind very well) can judge how necessary it was to take measures for making a performance of that sort excellent as it is run into popular applause. I promised before it was

1. Guardian, No. 53.

2. The Guardian was a daily paper.

3. Guardian, No. 54.

4. L. Stephens: Nat. Diet. of Biog. Addison He says that Addison contributed No.

55. See Life and Works of Lord Macaulay Vol. VII. P. 99 Ed. 1897

Macaulay states in his Life of Addison that Addison contributed nothing until No. 66. H. R. Montgomery; Memoirs of Sir Richard Steele. Vol. I, p. 328.

"With the exception of one paper, No. 67. Addison did not give his valuable assistance till the appearance of No. 97. when he contributed 27 in succession, and in all 51."

5. See Sir Rich. Steele's Dedictory Epistle to Wm. Congreve occasioned by Mr. Tickell's "Preface to the Four Volumns of Mr. Addison's Works."





acted (and performed my duty according to the author) that I would bring together so just an audience on the first day of it, it should be impossible for the vulgar to put its success or due applause at any hazard, but I don't mention this to show how good an Aid-de-Camp I was to Addison, but also that the Editor does much to cloud the merit of his work as I did set it forth."

<sup>1</sup>Mr. G. A. Aitken, who has done research work in Steele's letters says that "during June Steele wrote, or edited most of the Guardian, but from 2 July 1, to August 7 the paper seems to have been left entirely to Addison with occasional assistance from other writers." That is to say, No. 70 to No. 96 of the Guardian were edited by Steele and No. 96 to No. 128, were edited by Addison. Then it may be said that from No. 1--No. 96 Steele had charge of the paper.

That the advertisements were affected by the change in editors may be seen from Chart III. The maximum amount of advertising occurred during the first ninety-six numbers, when Steele had charge of the Guardian.<sup>3</sup> The advertisements diminished in many of its issues but this ratio was approximately kept up during the time that Steele was editor.

Politics seems to have had its effects upon the amount of advertising. When Steele and Swift began to bicker in politics, the advertisements were neglected as is seen in No. 60 -- No. 69. During this time Dr. Swift and Mr. Steele were having a war of words in regard to the latter's accusation of Dr. Swifts' being associated with the Examiner, and his position in politics.<sup>4</sup> On May 27, Dr. Swift left for Ireland and the dispute came to an end. Accordingly there was a rise in the amount of advertising. This indicates that when

1. G. A. Aitken: The Life of Richard Steele . Vol. I. p. 390.

2. i. e. July, 1713.

3. See line 3. denoting the number of advertisements and line 6. denoting the number of inches.

4. May 27, 1713. Letter to Steele from Swift. "I think principles at present are quite out of the question and that we dispute wholly about persons. In the last you and I differ, but in the other I think we agree, for I have in print professed myself in politics to be what we formerly called a Whig."

See letters of Steele and Swift at this time in G. A. Aitken's Life of Richard Steele Vol. I. pages 380--385.





Steele became aroused by party spirit his business was neglected.

After Addison took up the paper, July 1, 1713, the advertisements consisted principally of publications which had been inserted in the Guardian before he became responsible editor. This indicates that the material used in the advertising column was that obtained by Steele. The proof that Steele was more interested in the success of the advertising column is not so evident in the Guardian as it is in the Tatler, yet the fact that the amount of advertising remained about the same when Addison edited the paper, and that he made use of material on hand, shows that his efforts were not spent on that department of the paper.

There is evidence that Steele was manager of the advertisements shown in their style. At the time when Addison was having his Cato published, Steele was having pamphlets published. To many of the advertisements of the play, was attached a notice of something that Steele had written. This is shown in the following, which is the latter half of an advertisement of Cato.

<sup>1</sup>There is now preparing for the Press a Collection of Original Poems and Translations by the most eminent Hands, to be publish'd by Mr. Steele. Such Gentlemen, therefore, who are willing to appear in the Miscellany are desired to communicate the same, directed to Jacob Tonson, Bookseller in the Strand.

The subordination of the advertisement to that of Cato, together with the personal information in regard to those wishing to appear in the miscellany, sounds like an editorial. In the following example, a similar difference may be observed.

<sup>2</sup>Just Publish'd

The Speech that was intended to have been spoken by the Terra Teleos in the Theatre at O---d July 13, 1713, pr. 6d. A letter from an English Tory to his Friend chiefly occasioned by the several Reflections on Mr. Steele's Guardian of August the 7th. To which is added the said Guardian by way of appendix, for 3d. Sold by E Smith in Cornhill.

1. Guardian, No. 44.
2. Guardian, No. 168.



In both of these illustrations the editor appears through his advertisements. From what Steele says in his "Dedicatory Epistle to Congreve," he was responsible for the advertising of Cato: "the editor (i.e., Addison the editor of Cato) did as much to cloud the merit of his work as I did to set it forth."

One piece of evidence which might be advanced to prove that the manager of the Tatler advertisements was not the same one who had charge of that department of the Guardian, is that in the latter periodical there was a decline in the amount of advertising. This neglect<sup>would</sup> indicate a change in management, if there were not other reasons for the small amount of advertising in the Guardian. In the first place, the Stamp Act, which went into effect Aug. 1, 1712, taxing the periodicals and the advertisements appearing in them, was one great cause for the diminishing in their number.<sup>1</sup> This act was passed during the existence of the Spectator, affecting that periodical also. The increase in price caused a decrease in the number of issues, hence the Spectator, and the Guardian, in turn, became less a medium for advertising. The tax also made an added expense for advertisers. In the second place, the act of Parliament prohibiting lotteries brought to a close a business which was very popular and very much advertised during the existence of the Tatler. The majority of the advertisements again became publications. There were a few notices and fewer miscellaneous "ads."

When the Guardian took its political stand,--No. 128 to No. 175, the advertising became neglected. The politics which ruined the paper had its evil effects upon the advertisements.<sup>2</sup> After No. 128, Steele took charge of the Guardian again, but this time he made it a political paper. With his editor-

1. Act of Parliament was to go into effect Aug. 1, 1712. All newspapers or papers containing public news, intelligence, or occurrences, were to be taxed at the rate of half penny apiece, if printed on half a sheet of paper or less, or a penny if on a whole sheet and not more, and of two shillings a sheet if of larger size. A tax of a shilling was also imposed on every advertisement appearing in any printed paper, such paper being dispensed or made public weekly or oftener. --J. Fox Bourne, Vol. I., p. 81.

2. See Chart III.





ship the advertisements became a small portion of the paper. Is it to be concluded from this evidence, that Addison was a better manager than Steele? If a conclusion were to be drawn by a comparison of No. 96 - No. 128, and No. 128 - No. 175, Chart III., L.3, that might be the result. But this is not a fair judgment. Line 3, Chart III., portrays the character of Steele; No. 1 - No. 60 shows the manager to be eager for the success of his paper and of Cato, which in No. 44 - No. 51 were advertised several times in a single issue. No 60 - No. 69, and No. 128 - No. 175 indicate the political enthusiasm of Steele. His impulsiveness, hastiness, and eagerness to engage successfully in politics led him to sacrifice business for the latter. The decline then from No. 128 to No. 175 was not due to his inability so much as his neglect. Addison's attitude was one of indifference. In the Guardian he inserts what is on hand, while in the Tatler he allows that department of the paper to take a sudden drop, while Steele is away.

The advertisements of the Guardian do not differ very much from those of the Tatler except in this respect that they are less in number. Advertisements of 'Sales of Goods' and lotteries, testimonial letters, and personal notices have dropped out. With the exception of a few miscellaneous 'ads' and notices, only books and pamphlets are advertised. By these are traced the changes politically in state affairs. Instead of the Sacheverell trial to agitate the people, the fear that the Pretender might come to the throne created the excitement.

#### This Day is Publish'd

<sup>1</sup>The Pretender's Declaration abstracted from two Anonymous Pamphlets is one entitled Jis S\_\_\_ crum; the other Memoirs of the Chevalier S. George. With some memoirs of two other Cavaliers St. Geo. in the reign of King Henry VII. Written by Mr. Afgitt. Sold by A. Baldwin.

1. Guardian, No. 8.



The attempt to keep out the Pretender is further shown in the following:

<sup>1</sup>The Original and End of Government. The dispersable Duty of Magistrates and Power of Princes, distinguishing them from Tyrants. Together with a short view of the several Tyrants. Together with a short view of the several Forms of Government and different administrations in the Old Testament.

The Questions that were foremost in the minds of the people are summed up in this advertisement:

The Doctor no Changeling; ; or Sacheverell still Sacheverell. Being Observations of his Sermon preach'd at St. Saviors in Southwork on Palm Sunday, 1713. pr. 2d. An Answer to the Questions, And What if the Queen should die? pr. 6d. What if the Pretender should come?

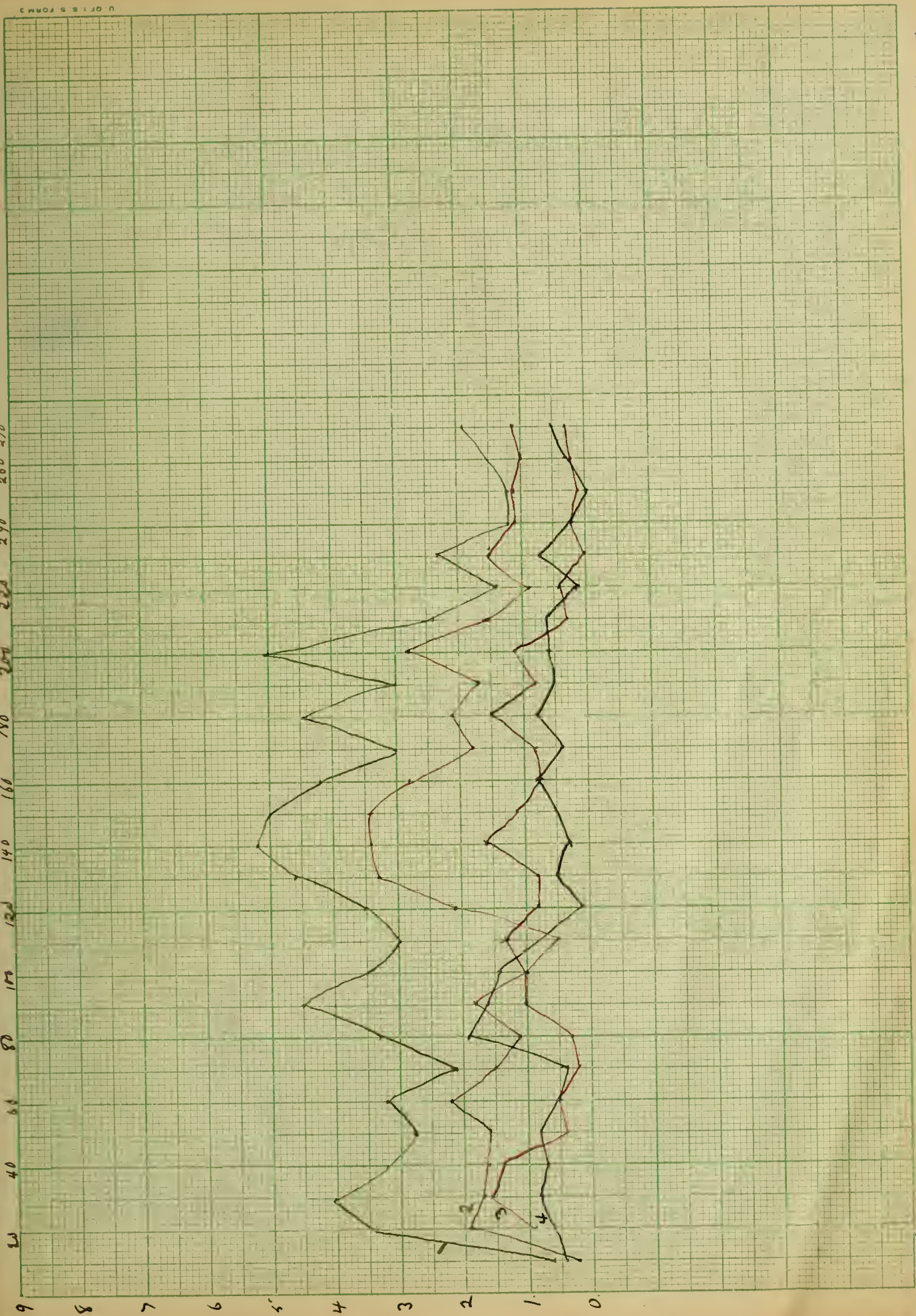
The Guardian does not offer a field for investigation of advertisements as we find in the Tatler because they are fewer in numbers and lacking in variety. A comparison, however, with that more prosperous paper shows the effect of the times, government and politics upon the success of periodical literature. It also substantiates the evidence that we have in the Tatler, namely, that as a financier and manager, Steele was more successful and took more responsibility than Addison.

1. Guardian No. 34.





Chart I.



Tatler.

1. No. of advertisements of publications.

2. No. of advertisements of miscellaneous publ.

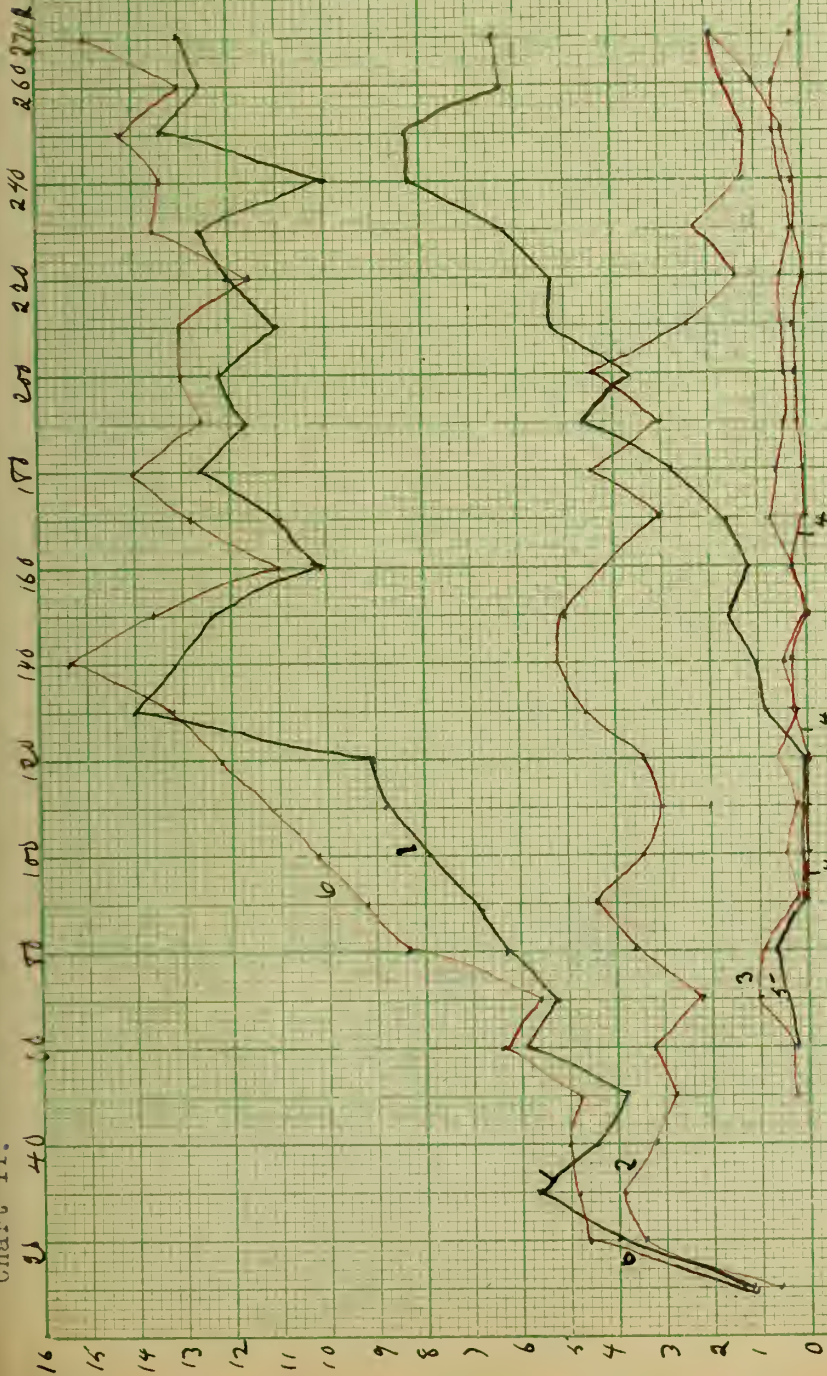
3. No. of advertisements of historical and political publications.

4. No. of advertisements of religious publications.





Chart II.

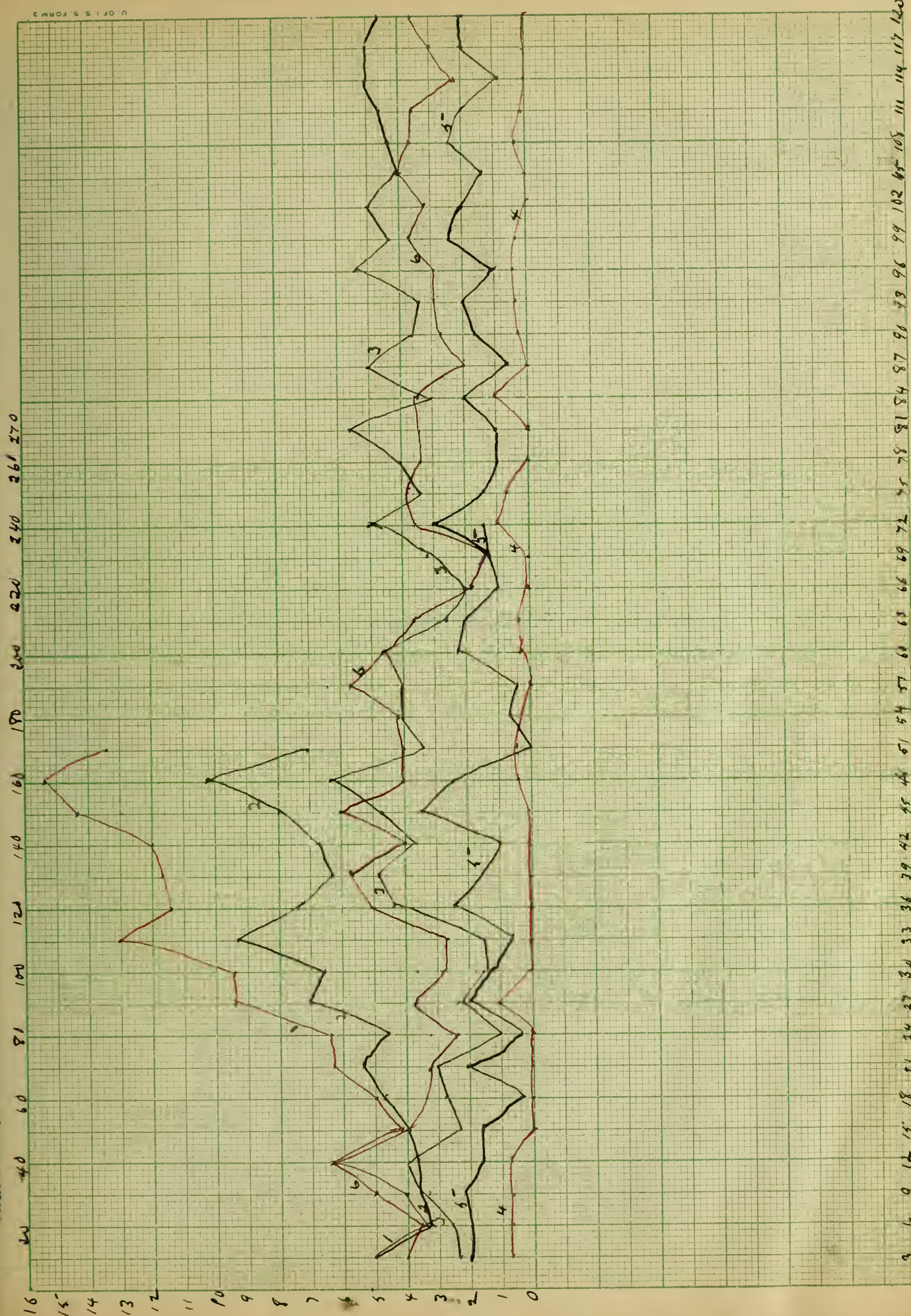


Tatler. 1. No. of advertisements. 4. No. of insurance advertisements.  
 2. No. of advertisements of publications. 5. No. of Sales of Goods, advertisements.  
 3. No. of cosmetic advertisements. 6. No. of inches of advertisements.





Chart III.

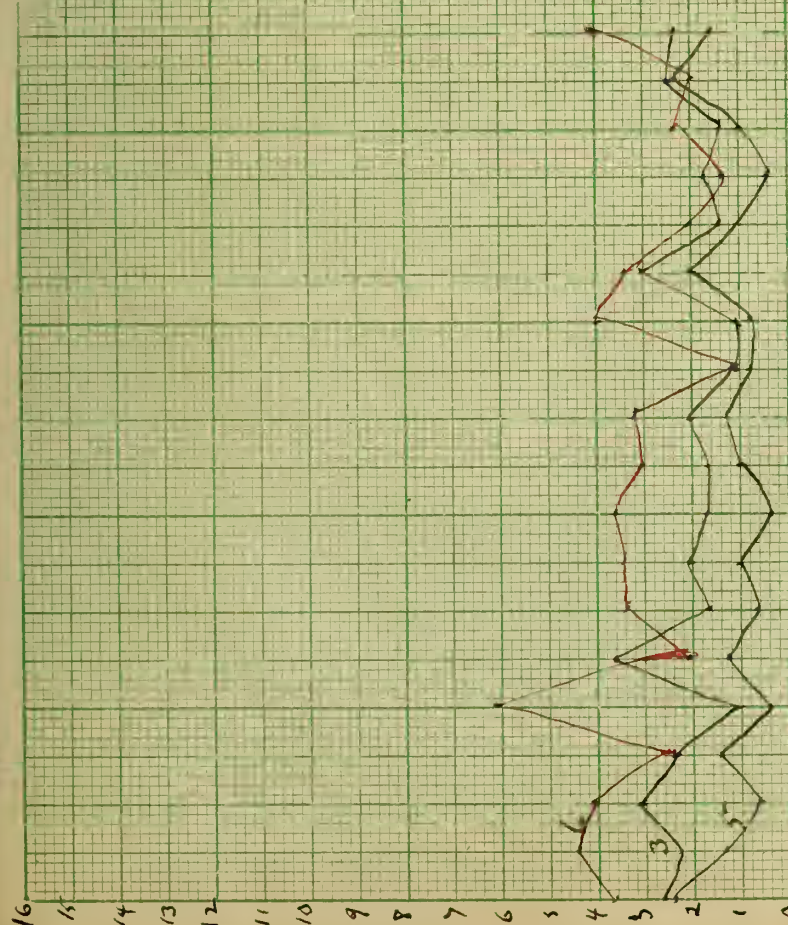


1. No. of advertisements in Examiner.  
 2. No. of advertisements of publications in Guardian.  
 3. No. of advertisements in Examiner.  
 4. No. of advertisements of publications in Guardian.  
 5. No. of political advertisements in Guardian.  
 6. No. of publications in Guardian.





Chart III.



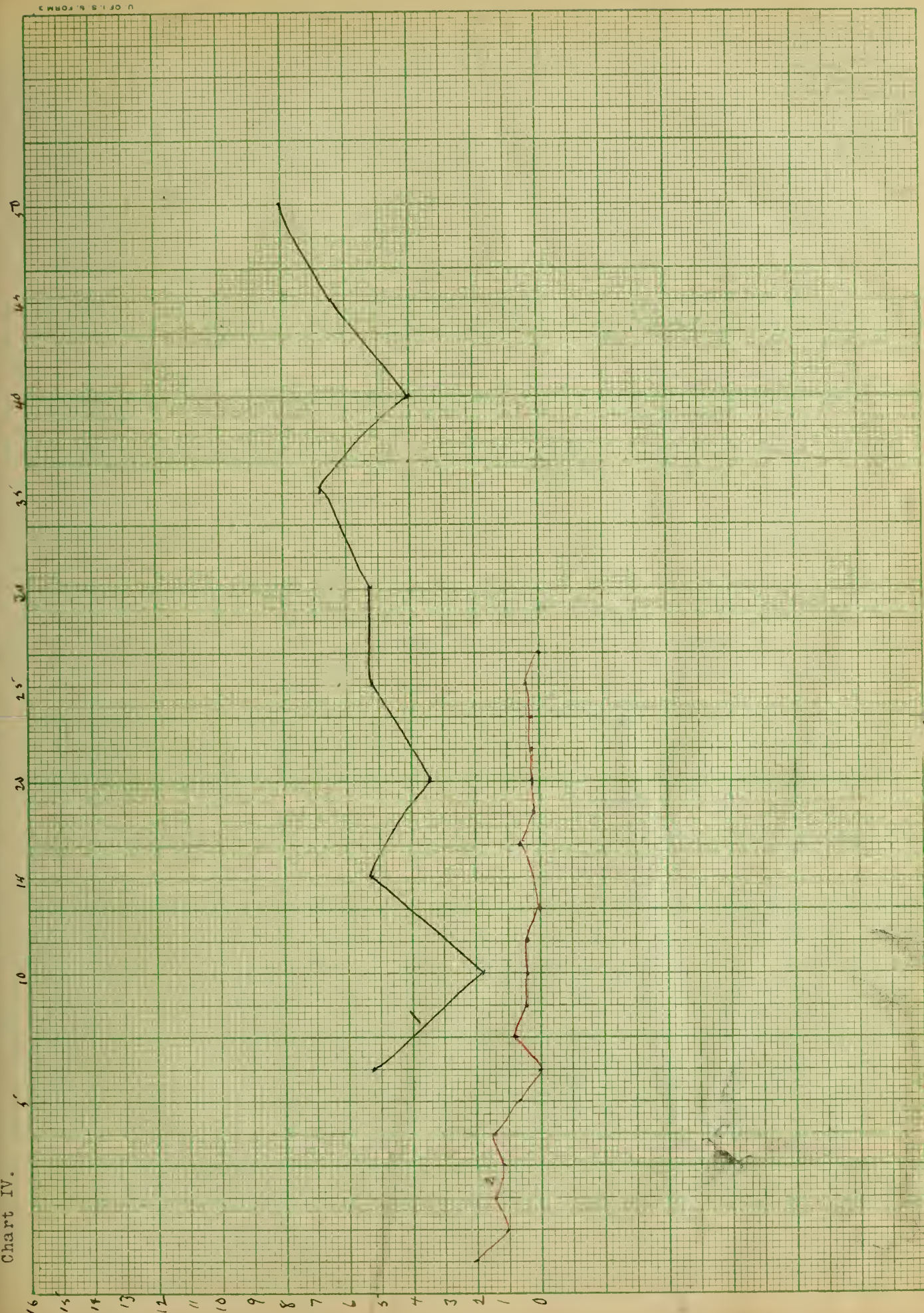
1. No. of advertisements in Examiner.  
2. No. of advertisements of publications in Examiner.  
3. No. of advertisements in Guardian.

4. No. of political advertisements in Guardian.  
5. No. of advertisements of publications in Guardian.  
6. No. of inches of advertisements in Guardian.

LIBRARY  
OF THE  
UNIVERSITY OF ILLINOIS



Chart IV.



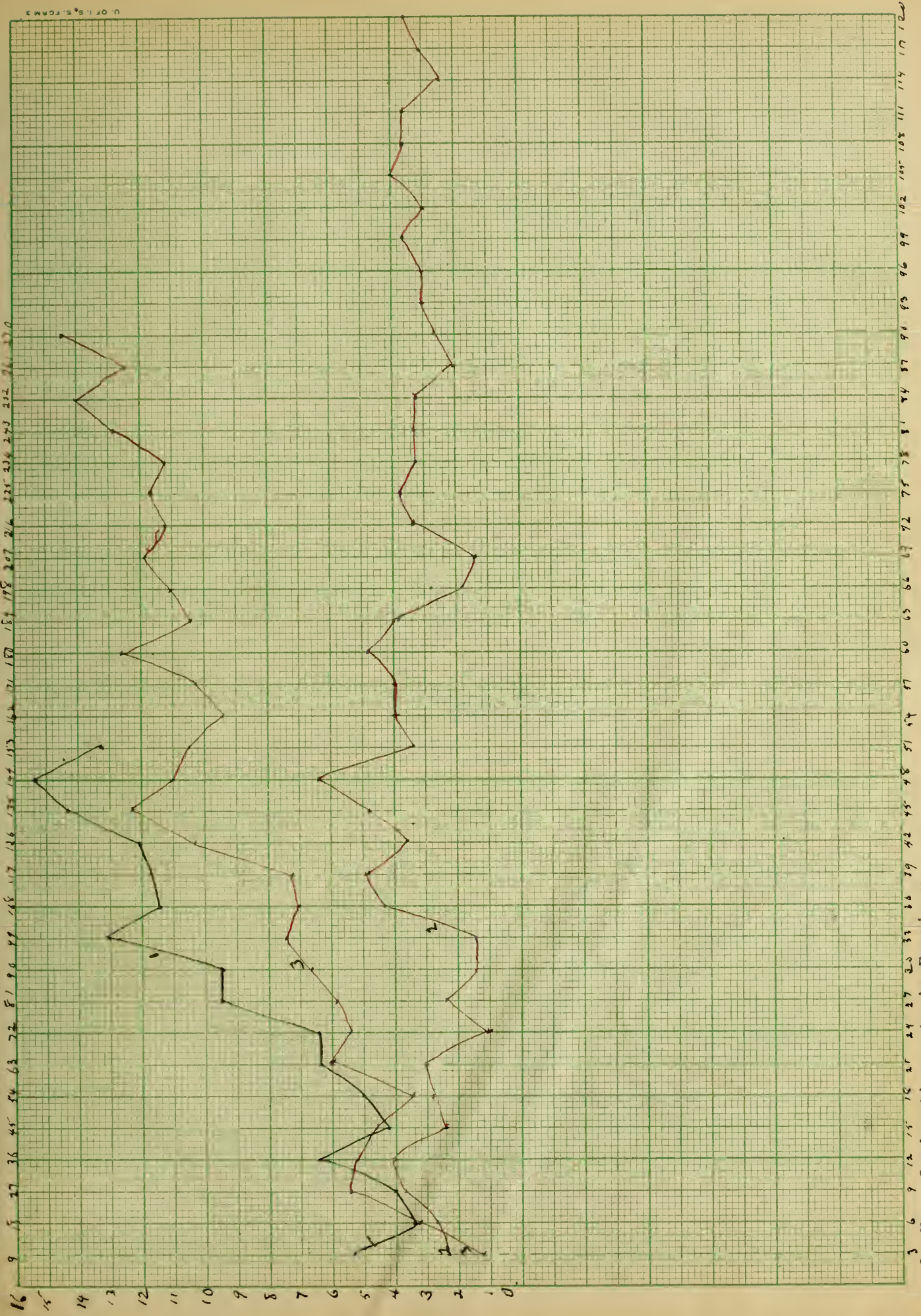
176 196 206 216 226 236 246 256 266 276 286 296 306 316 326 336 346 356 366 376 386 396 406 416 426 436 446 456 466 476 486 496 506 516 526 536 546 556 566 576 586 596 606 616 626 636 646 656 666 676 686 696 706 716 726 736 746 756 766 776 786 796 806 816 826 836 846 856 866 876 886 896 906 916 926 936 946 956 966 976 986 996

1. No. of Political advertisements in Examiner.  
2. No. of Political advertisements in Tatler.

LIBRARY  
OF THE  
UNIVERSITY OF CHICAGO



Chart V.

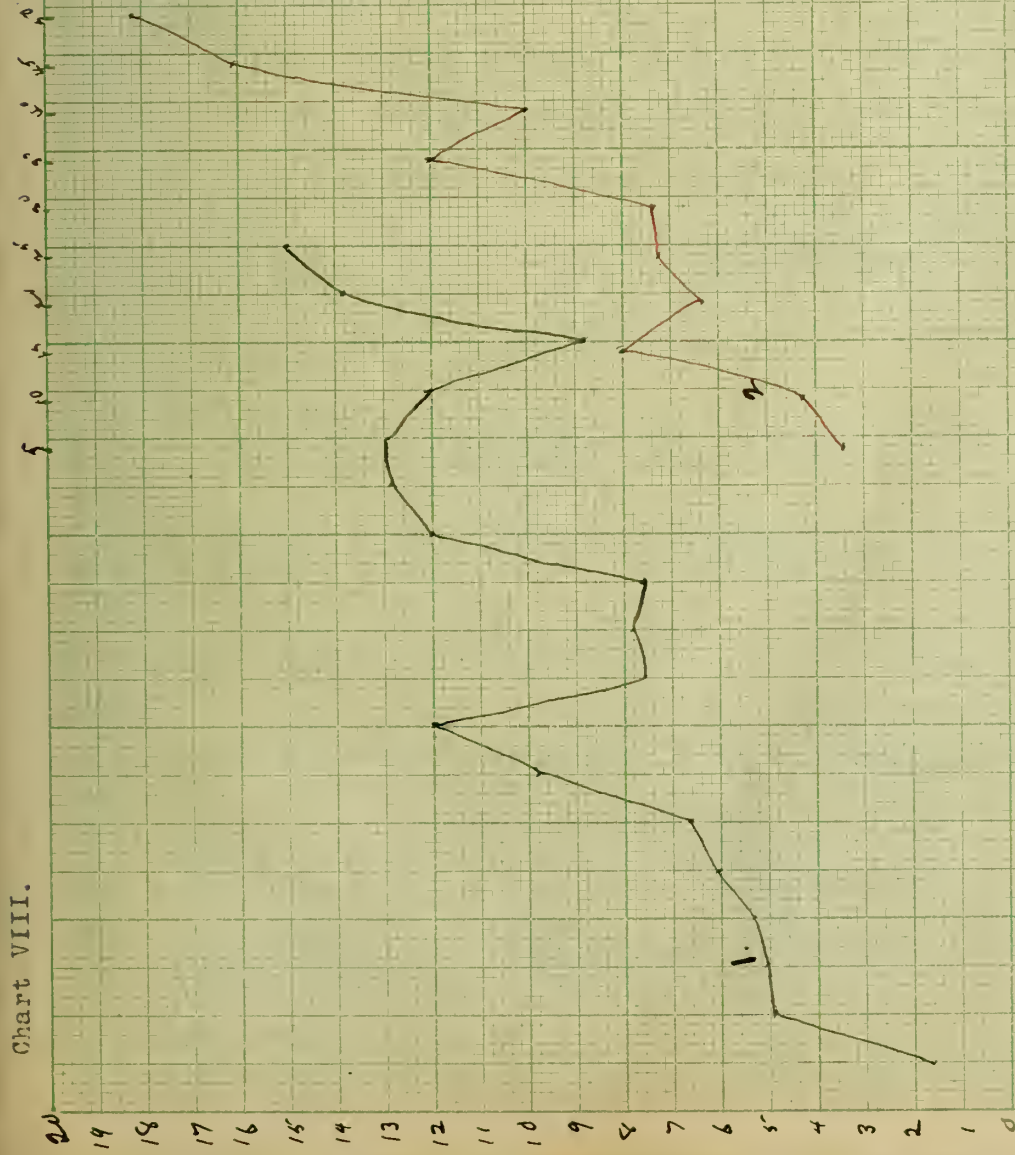


1. No. of advertisements in Examiner.
2. No. of advertisements in Guardian.
3. No. of advertisements in Tatler.

OF THE  
UNIVERSITY OF ILLINOIS



Chart VIII.



30 20 10 0  
 1. No. of inches of advertisements in Tatler.  
 2. No. of inches of advertisements in Examiner.





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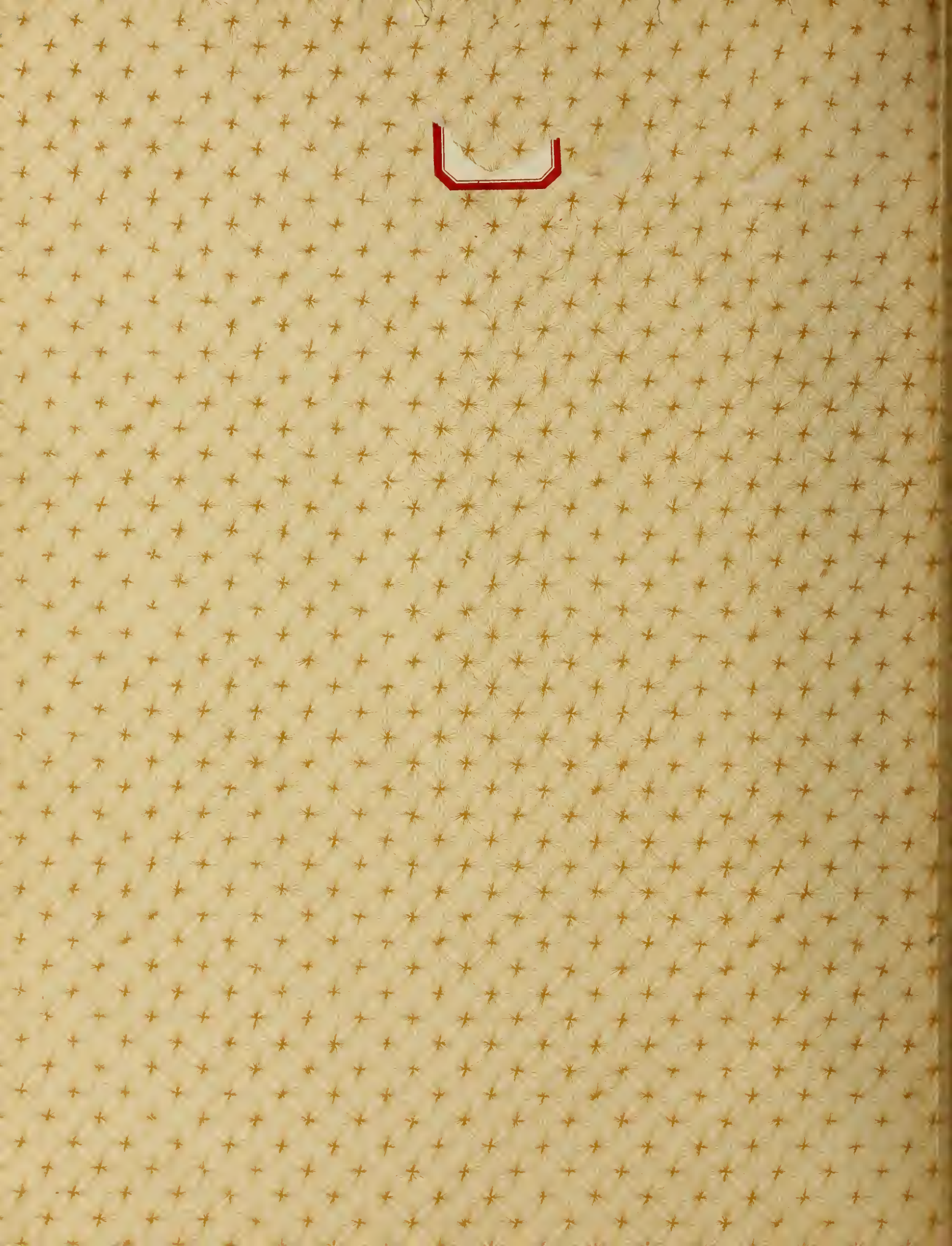
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